



BACKPACK

Your Travel & Learning Companion

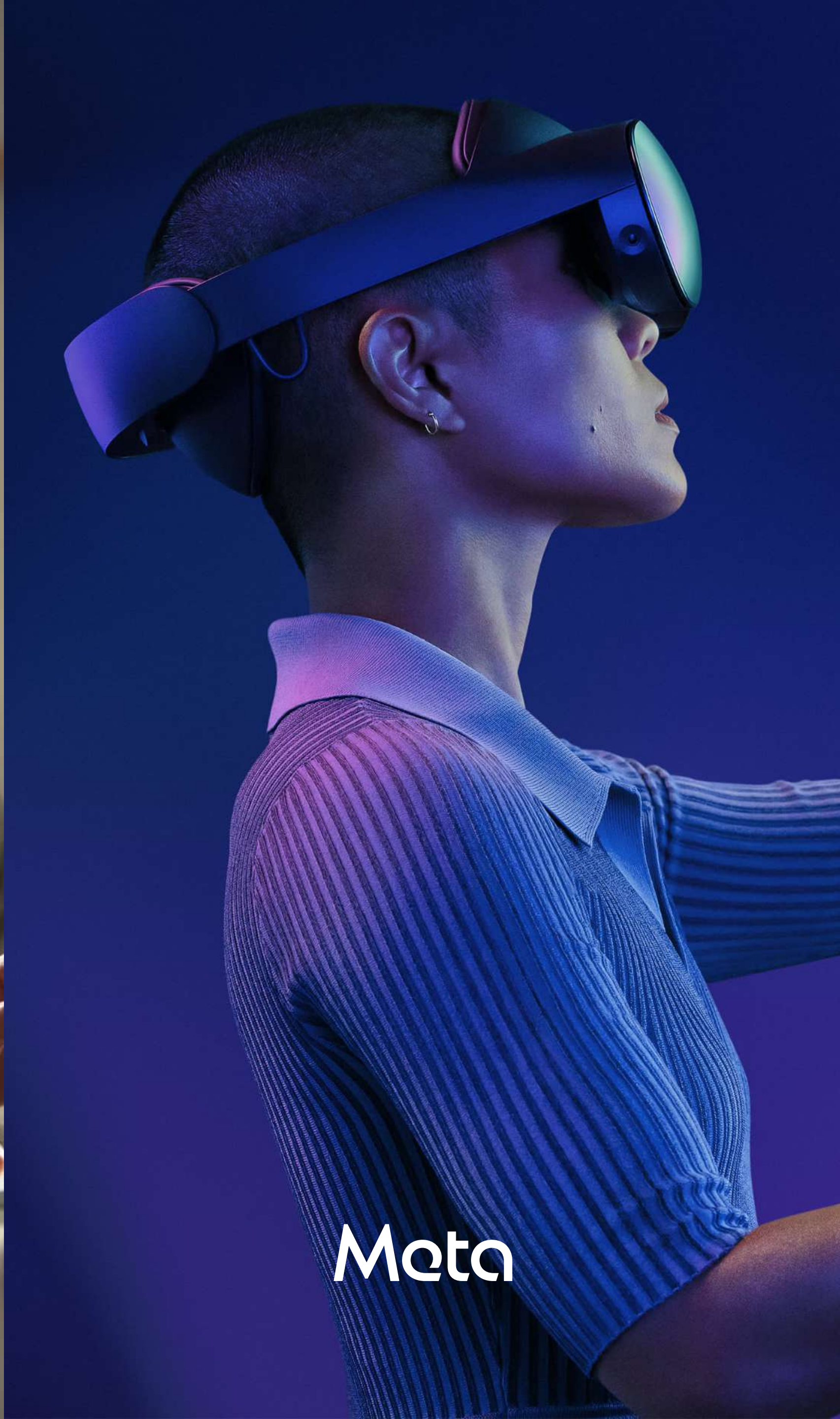
How many times have you
wished to leave your work aside
and explore the world?

Travel just so you could **experience and understand** your classroom studies?





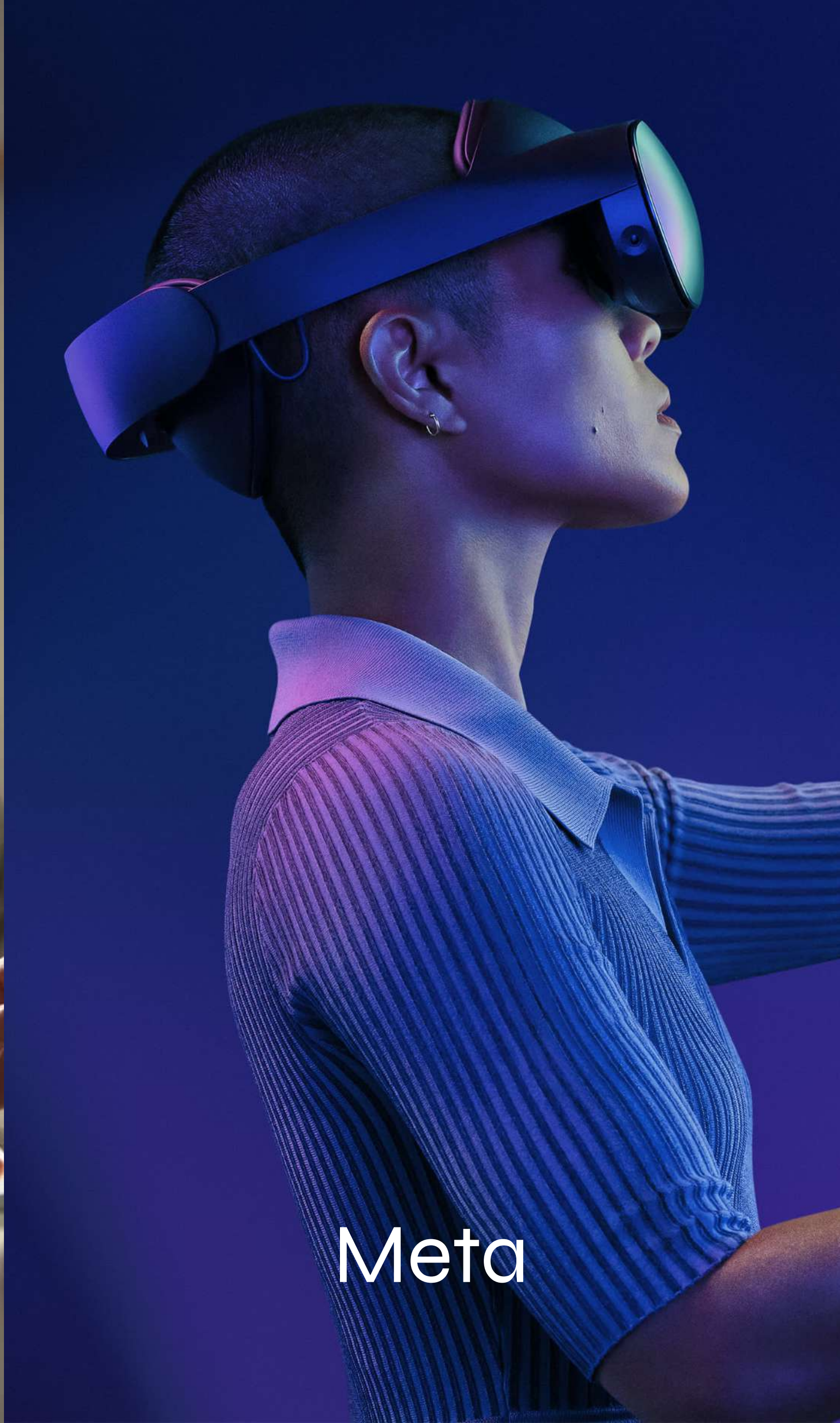
Apple



Meta



Apple



Meta



Microsoft

EXPLORE

Contribution of travel and tourism to GDP.



Edutainment Market Outlook

\$1,626M
2021 Market
Value

\$8,146M
2032 Market Value

VR headset shipments worldwide

- Commercial
- Consumer

million



IMMERSIVE



CONNECTIVE





EDUCATIONAL

So we created

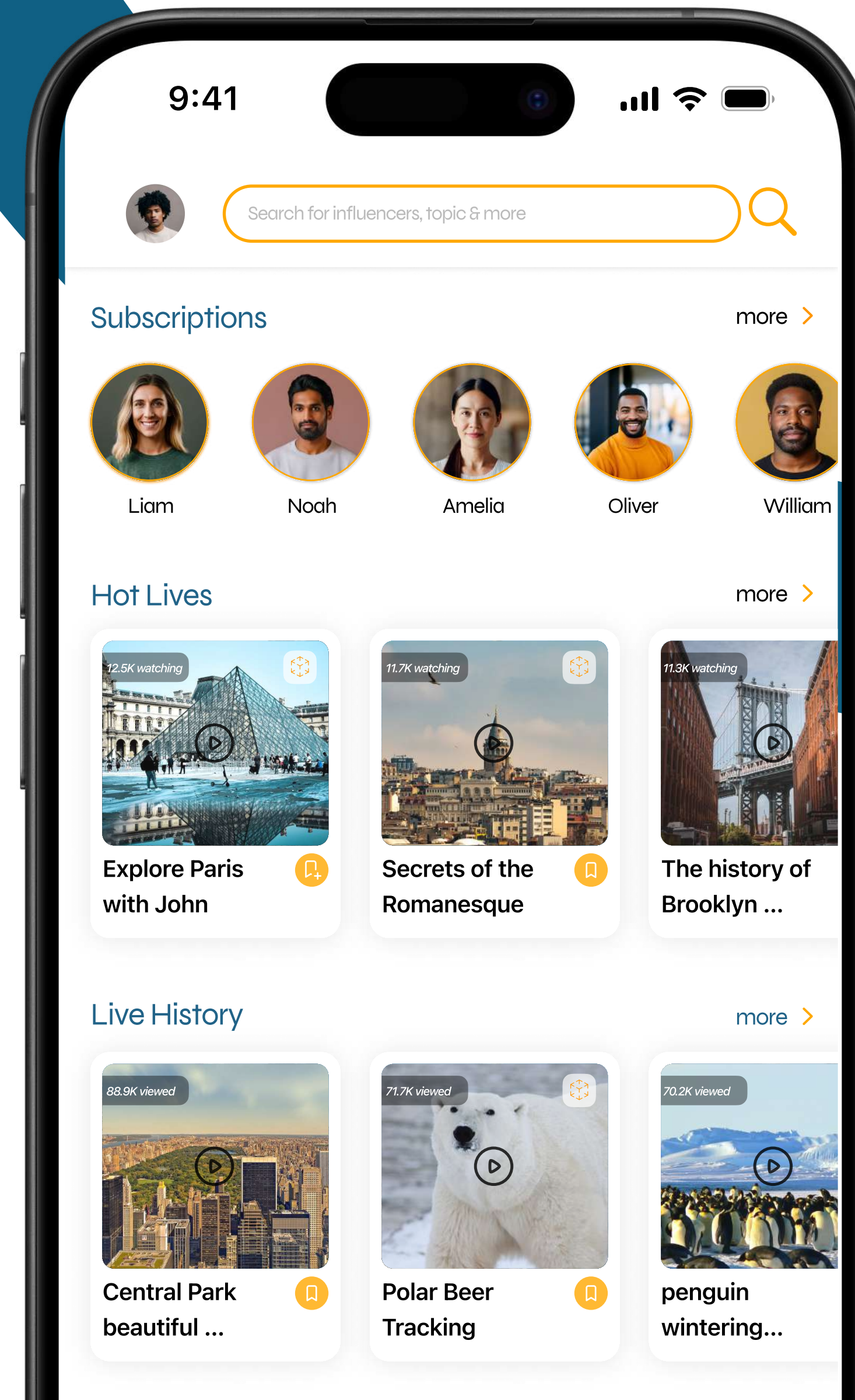


BACKPACK

Your Travel & Learning Companion

A social networking service that helps students and adventurers **travel, learn, and form a community**

It reduces the **cost, time, and limitations of physical travel**





Student Traveler

Cultural Immersion

Educational Experiences

Interactive Experiences

“

I enjoy learning
about cultures and
broadening my
world view

”





Solo Adventurer

Content Creator

Hidden Gem Explorer

Documenting Journey

“

I am eager to find
the extraordinary in
the unknown

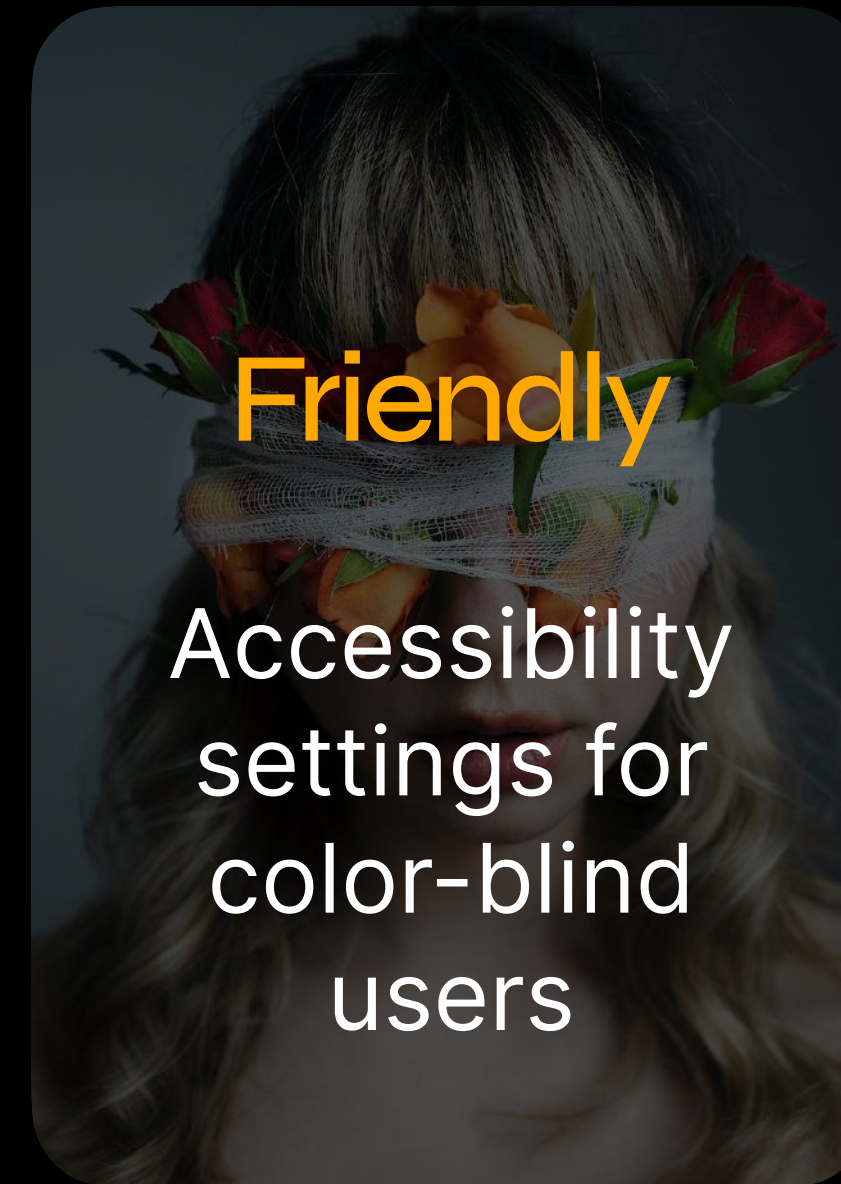
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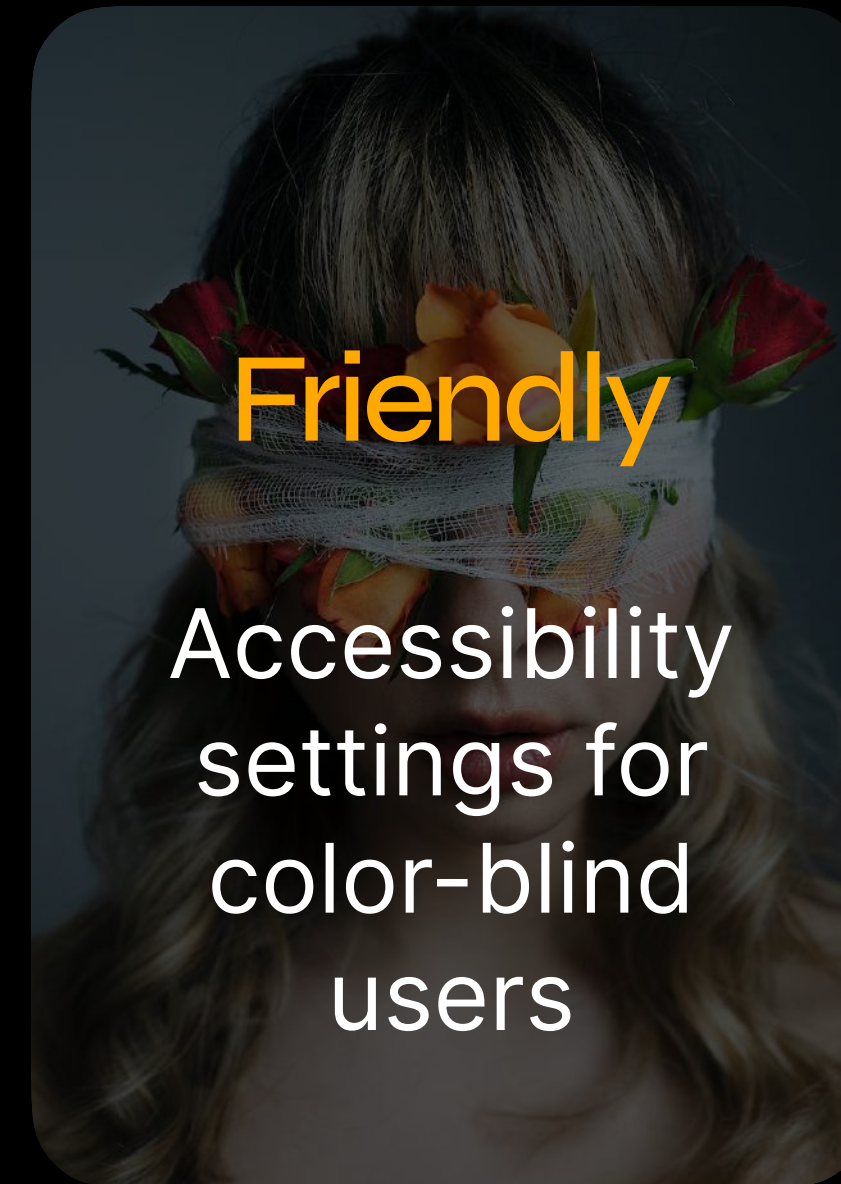
We Deliver...



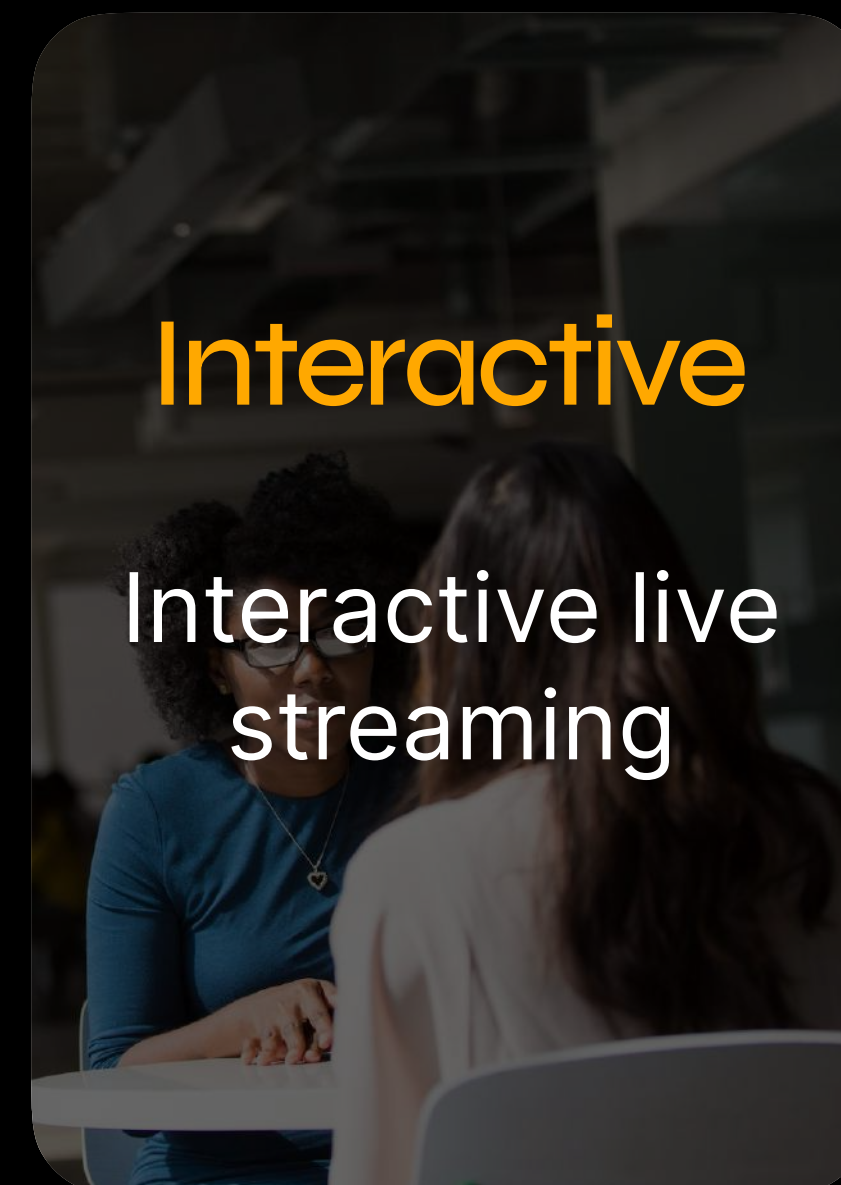
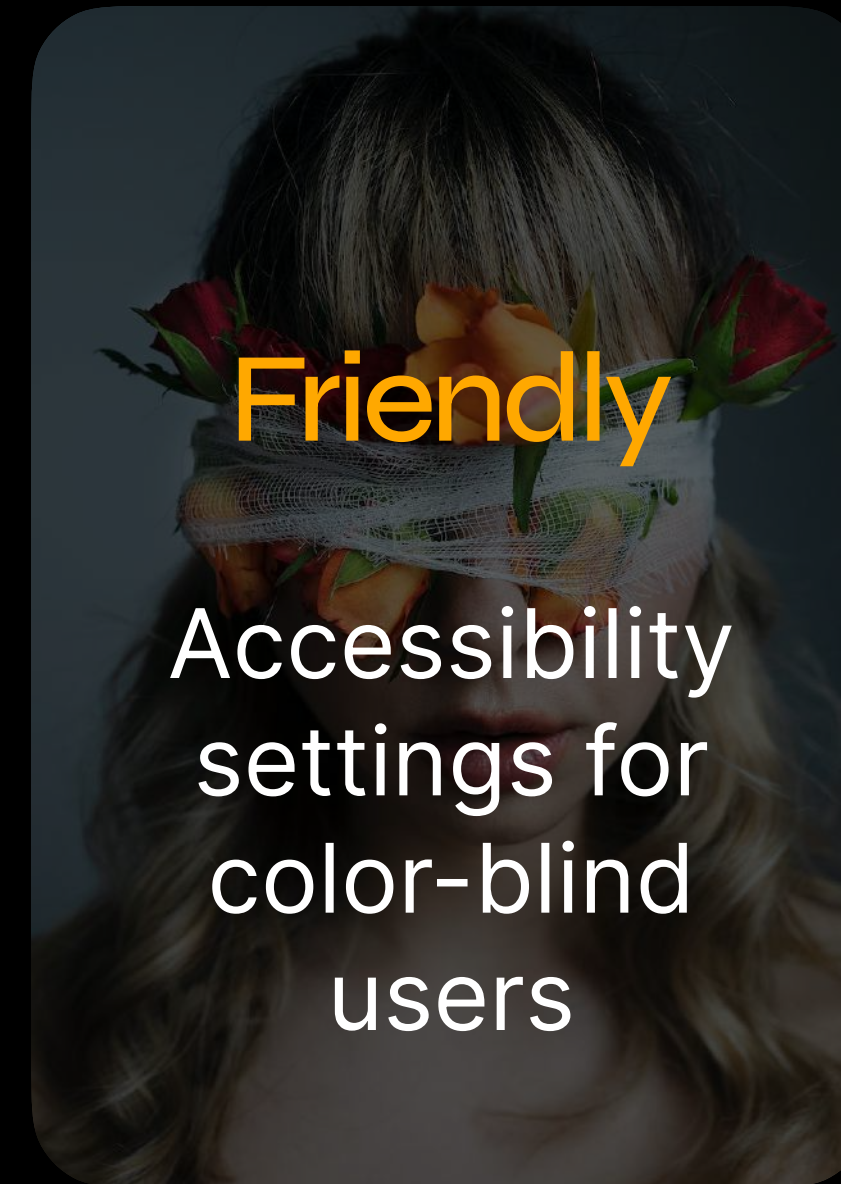
We Deliver...



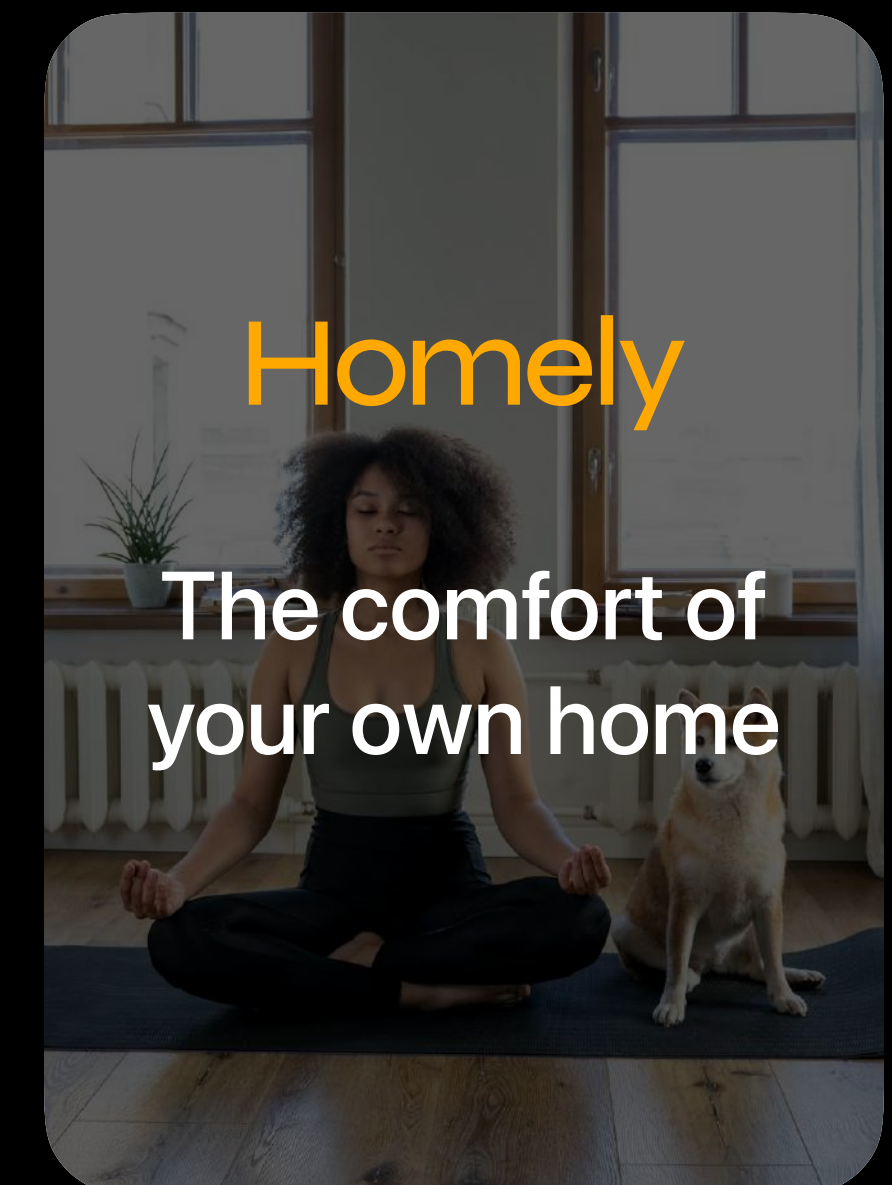
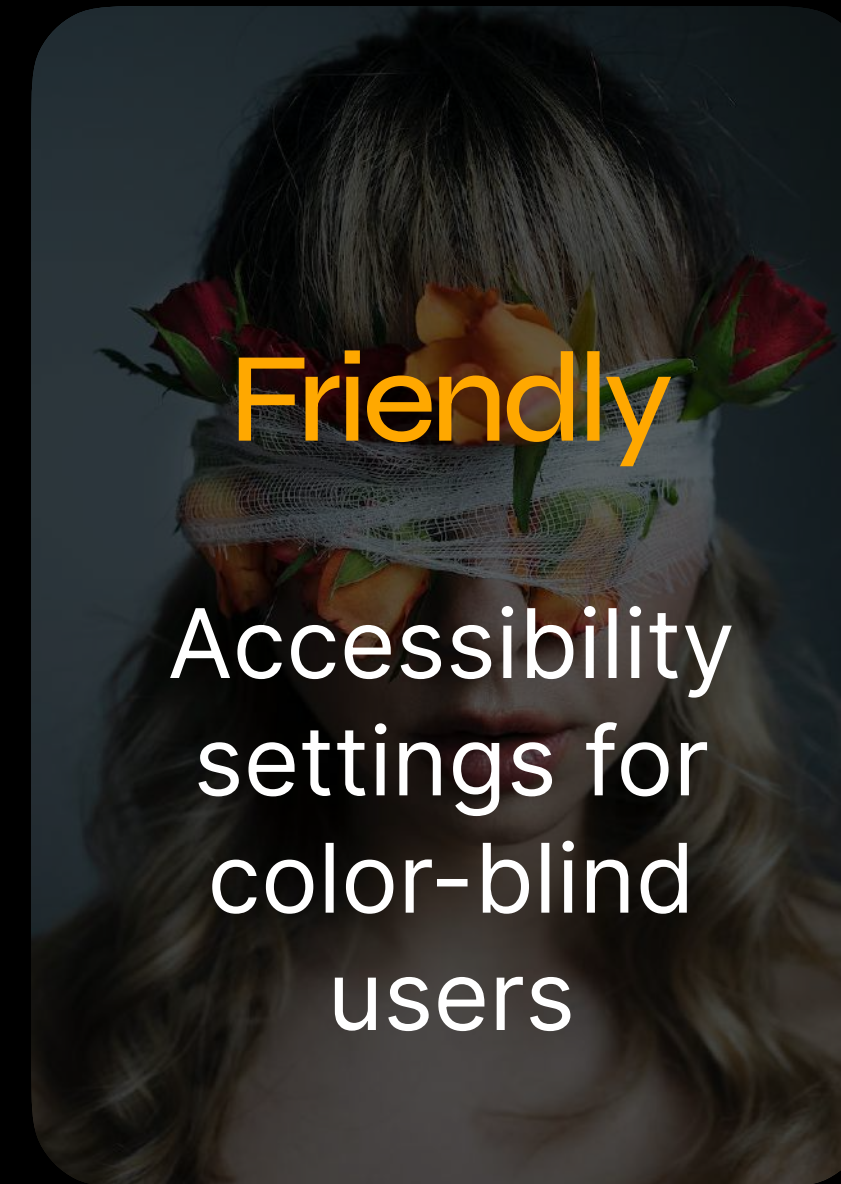
We Deliver...



We Deliver...



We Deliver...



Liam

Noah

Amelia

Oliver

William

Hot Lives

12.5K watching

Explore Paris with John

11.7K watching

Secrets of the Romanesque

11.9K watching

The history of Brooklyn ...

Live History

88.9K viewed

Central Park beautiful ...

71.7K viewed

Polar Bear Tracking

72.2K viewed

penguin wintering...

Enjoy the World

LIVE

+

PREVIEW

Greek and Roman classics

By: Lisa Lee

Ancient Roman architecture is characterized by its impressive and enduring structures that have left a lasting legacy on the world. It is known for its grandeur, use of arches, and innovative engineering.

ArchitectHistory

Course Lessons

Colosseum

Lecture 112 mins left

Pantheon

Lecture 235 mins

Fontana di Trevi

Lecture 335 mins

LIVE

+

9:41

My journey:

Free explore

Paris

London

LIVE

+

9:41

Hello, Patrick!

Your courses:

Historic Architecture

Greek and Roman Classics

Lecture 9 - 12mins left

Sustainability in Amsterdam

Lecture 10 - 20mins left

Free explore

Paris

London

LIVE

+

Subtitles

Off

English

简体中文

Français

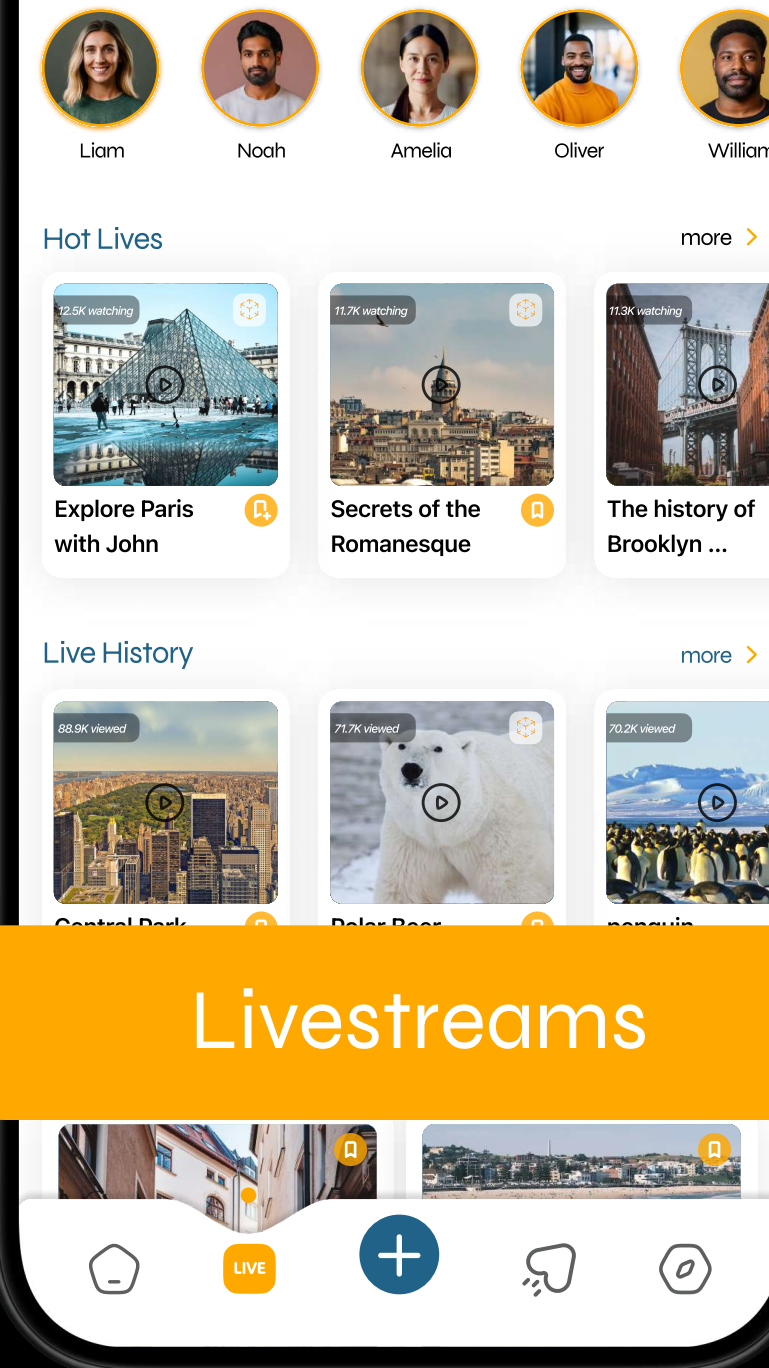
Lengua española

Audio

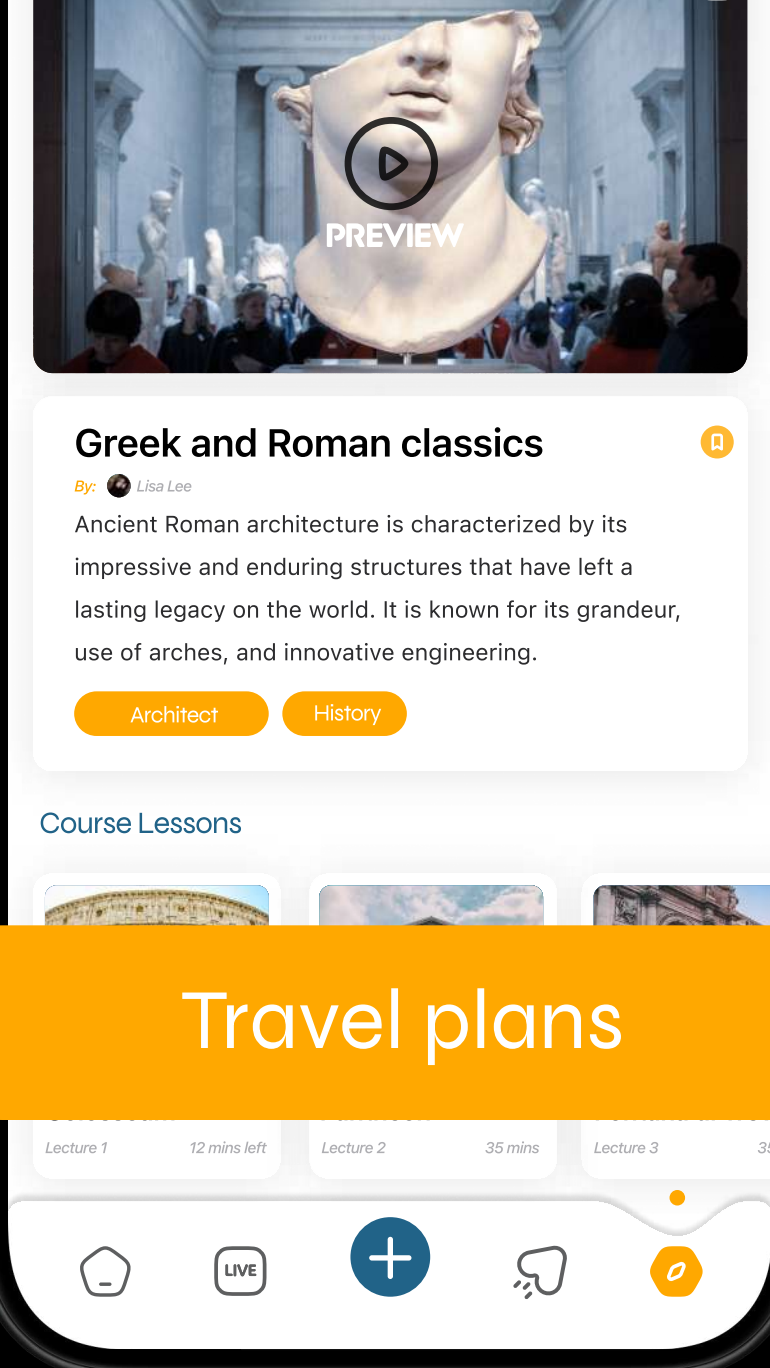
English

简体中文

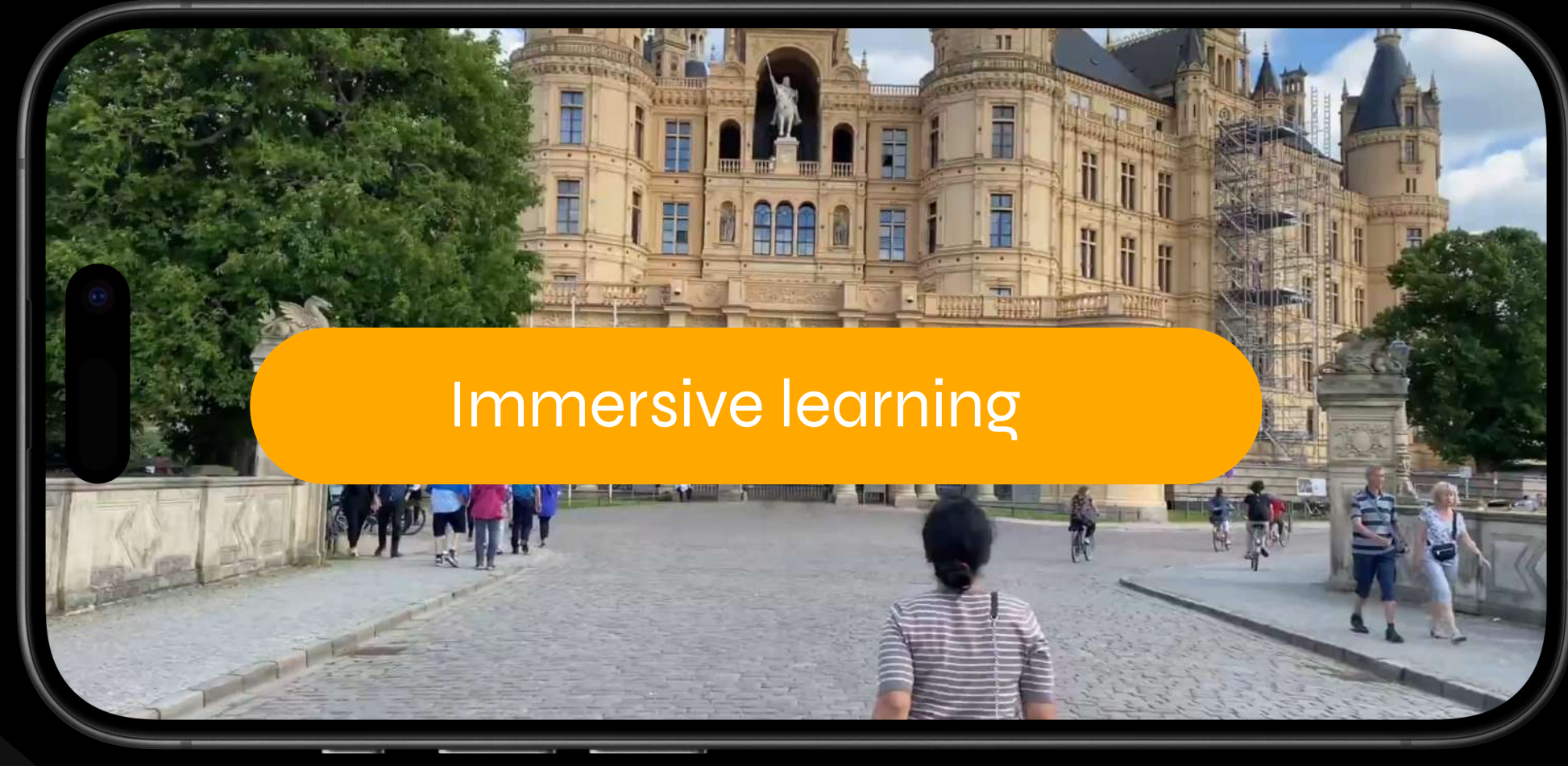
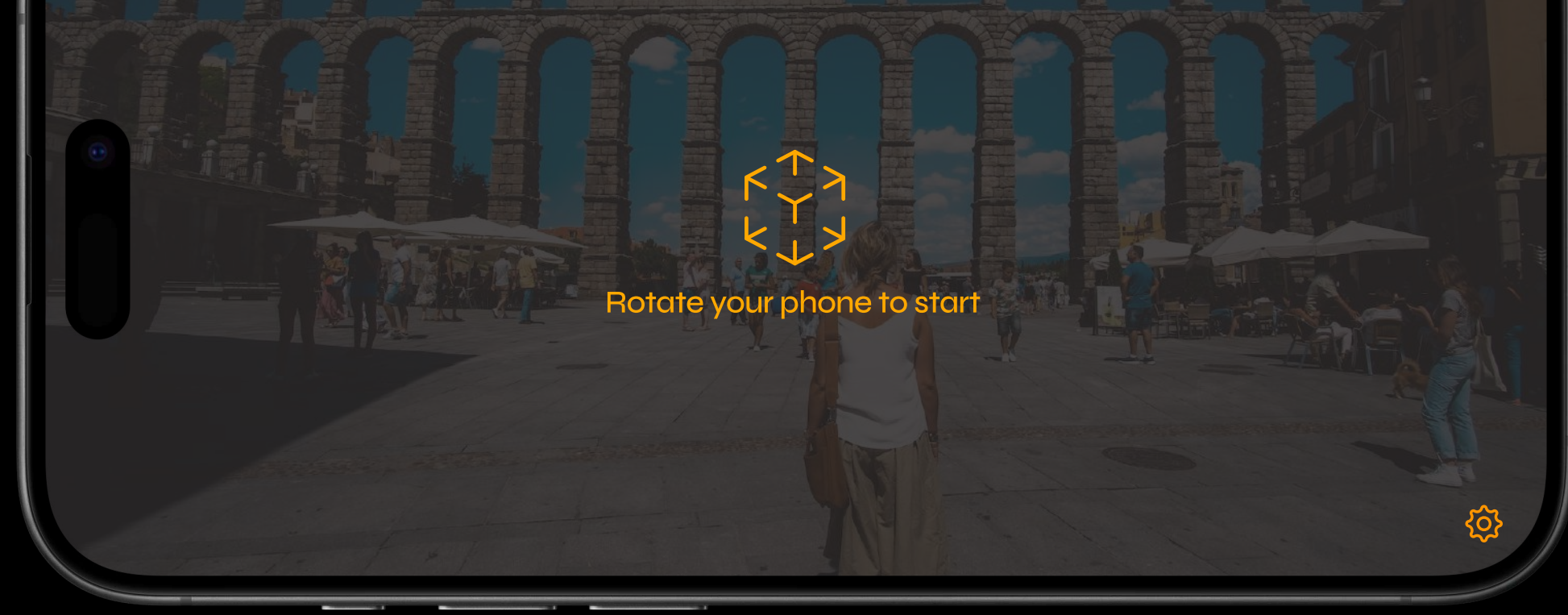
Français



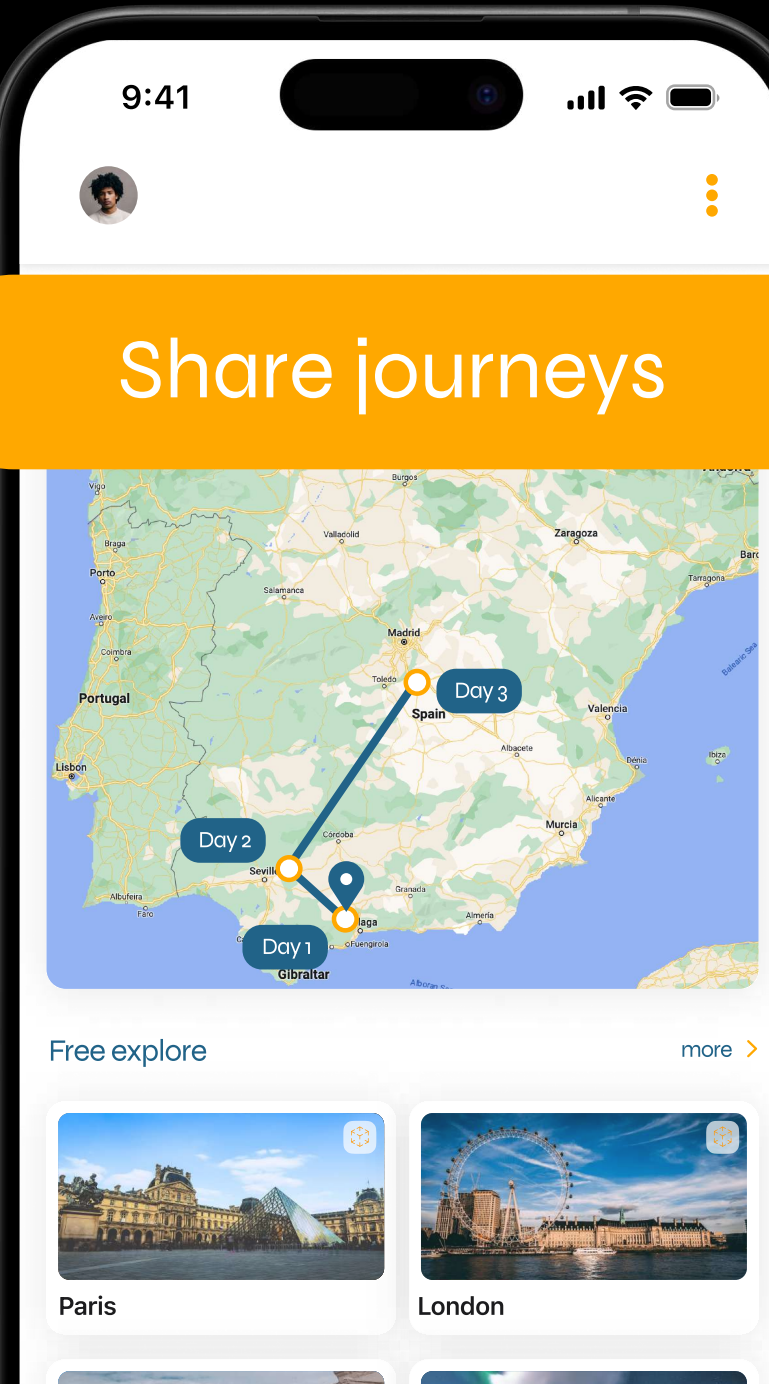
Livestreams



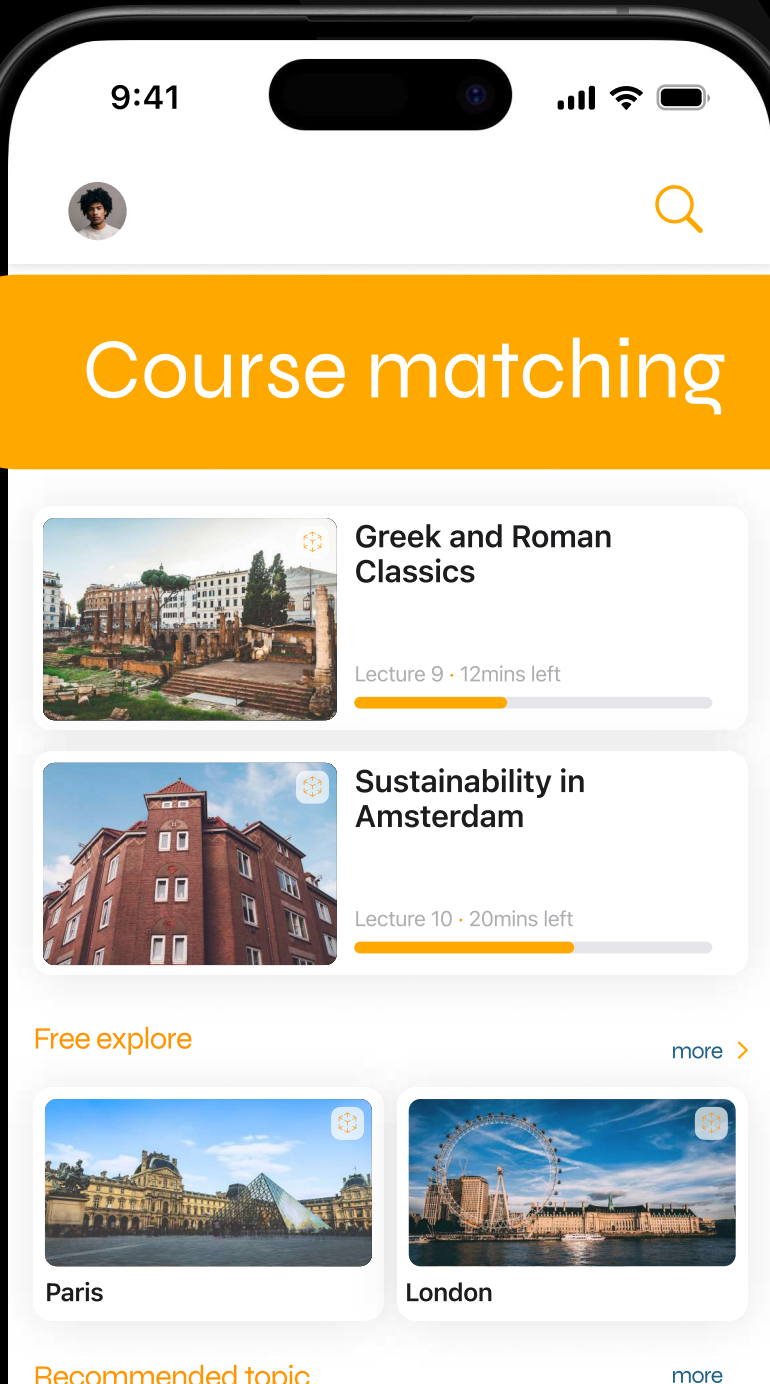
Travel plans



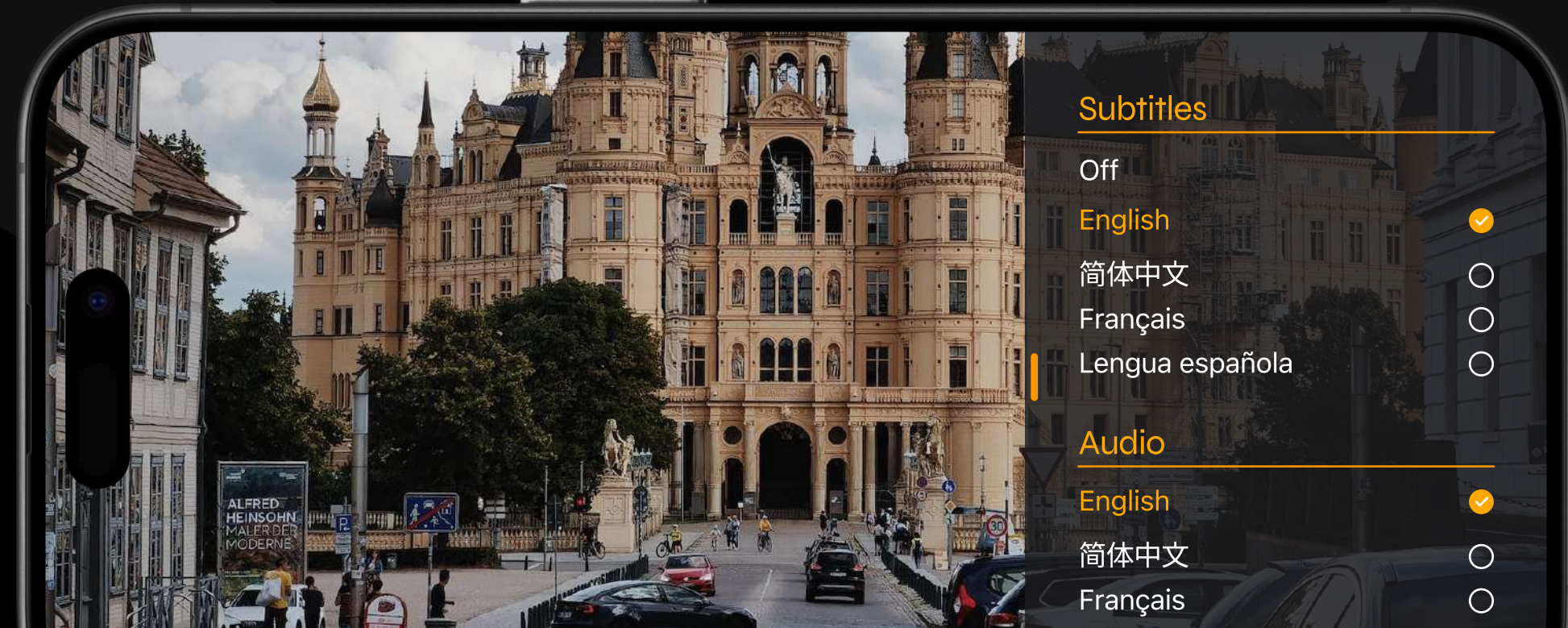
Immersive learning



Share journeys



Course matching



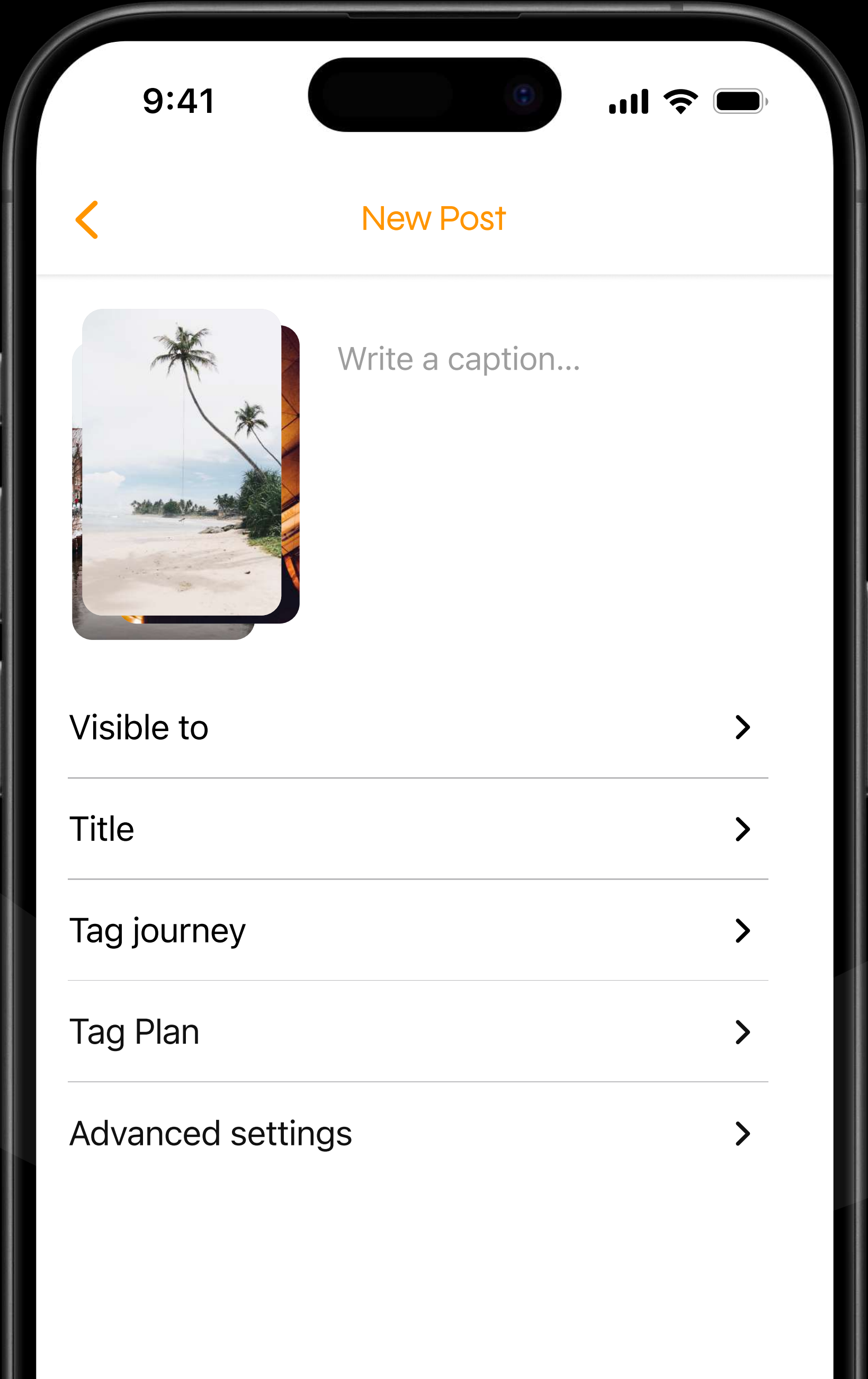
Livestreams

Experience immersive livestreams and interact with content creators in real time



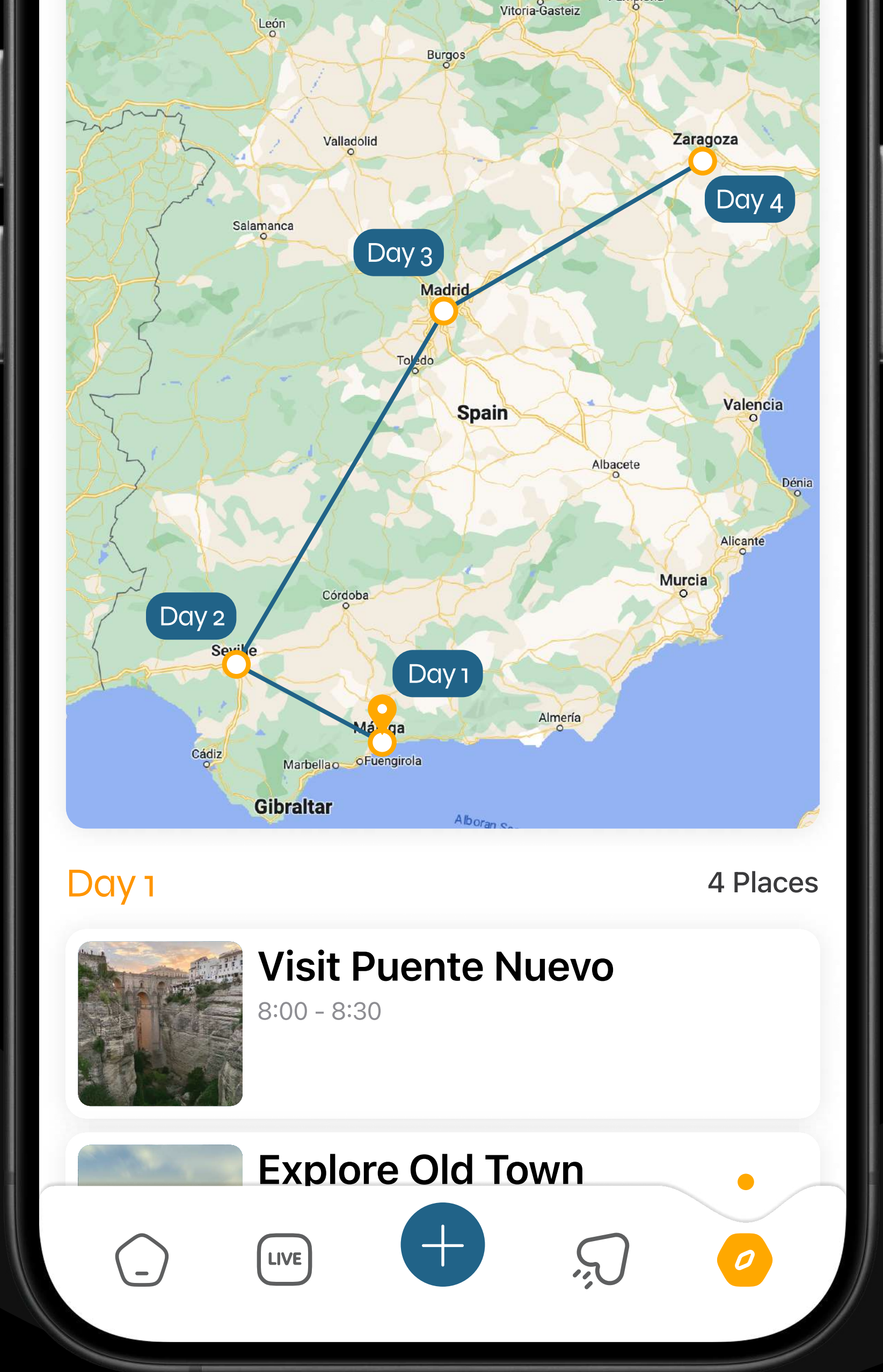
Share journeys

Create a series of travel stories
anytime, anywhere



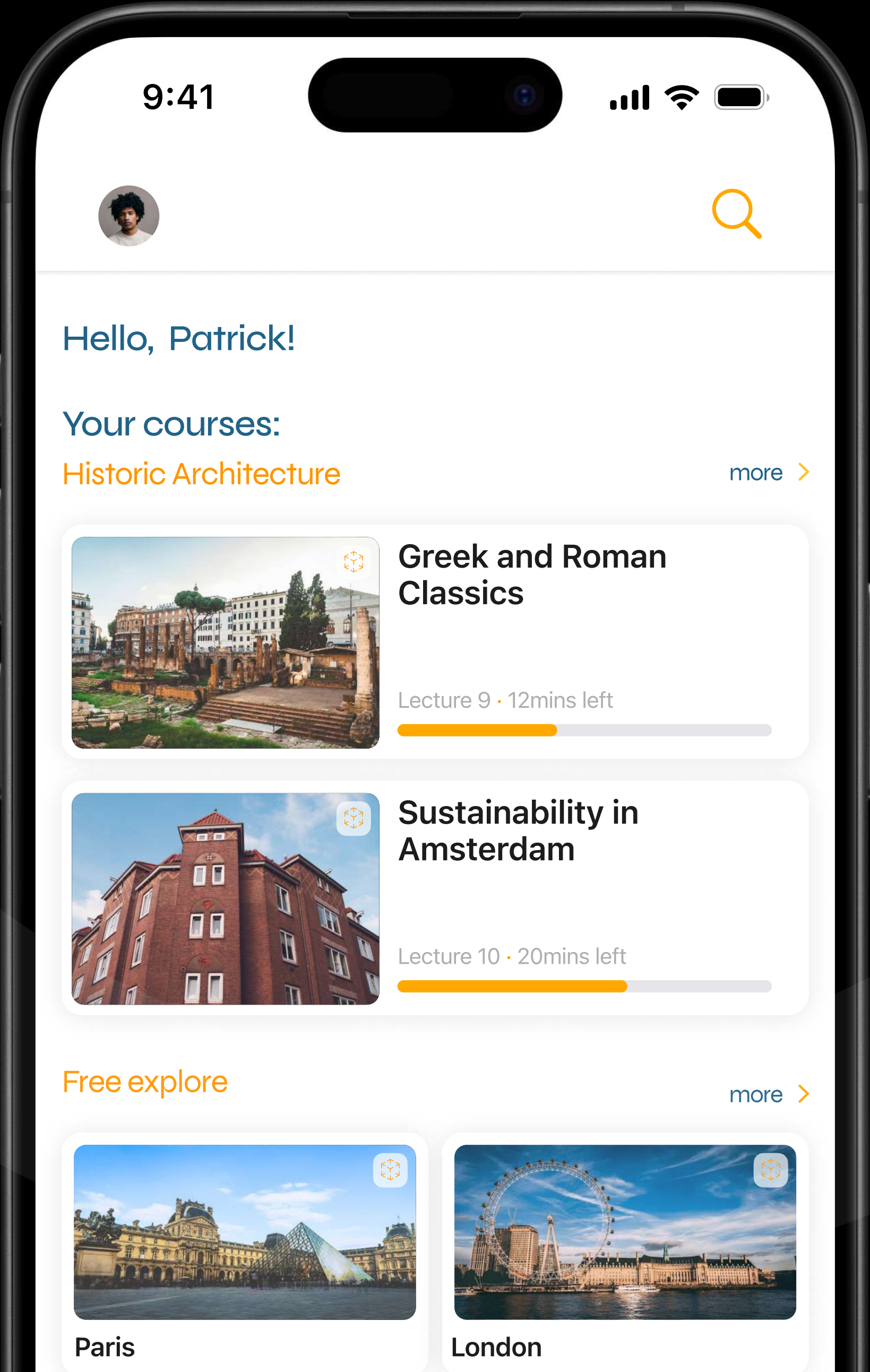
Travel Plans

Access to detailed travel plans to direct and protect you on your journey



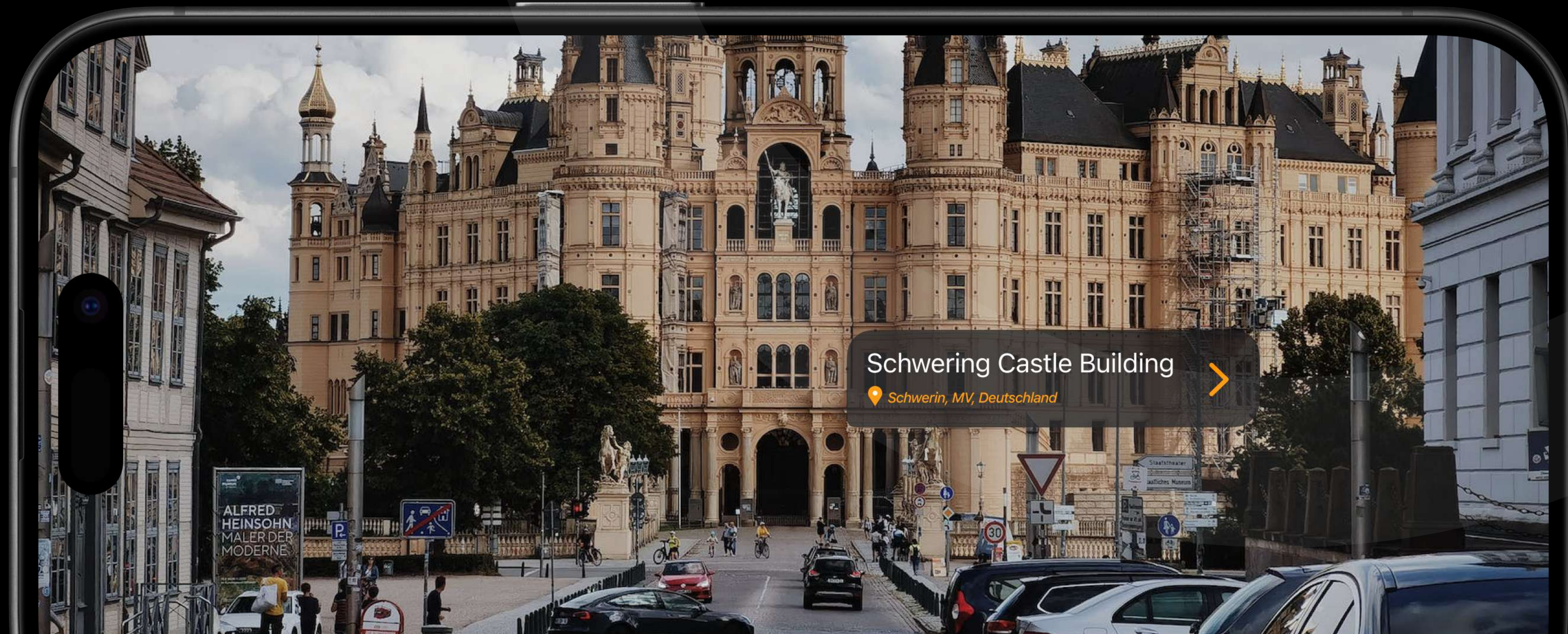
Course Matching

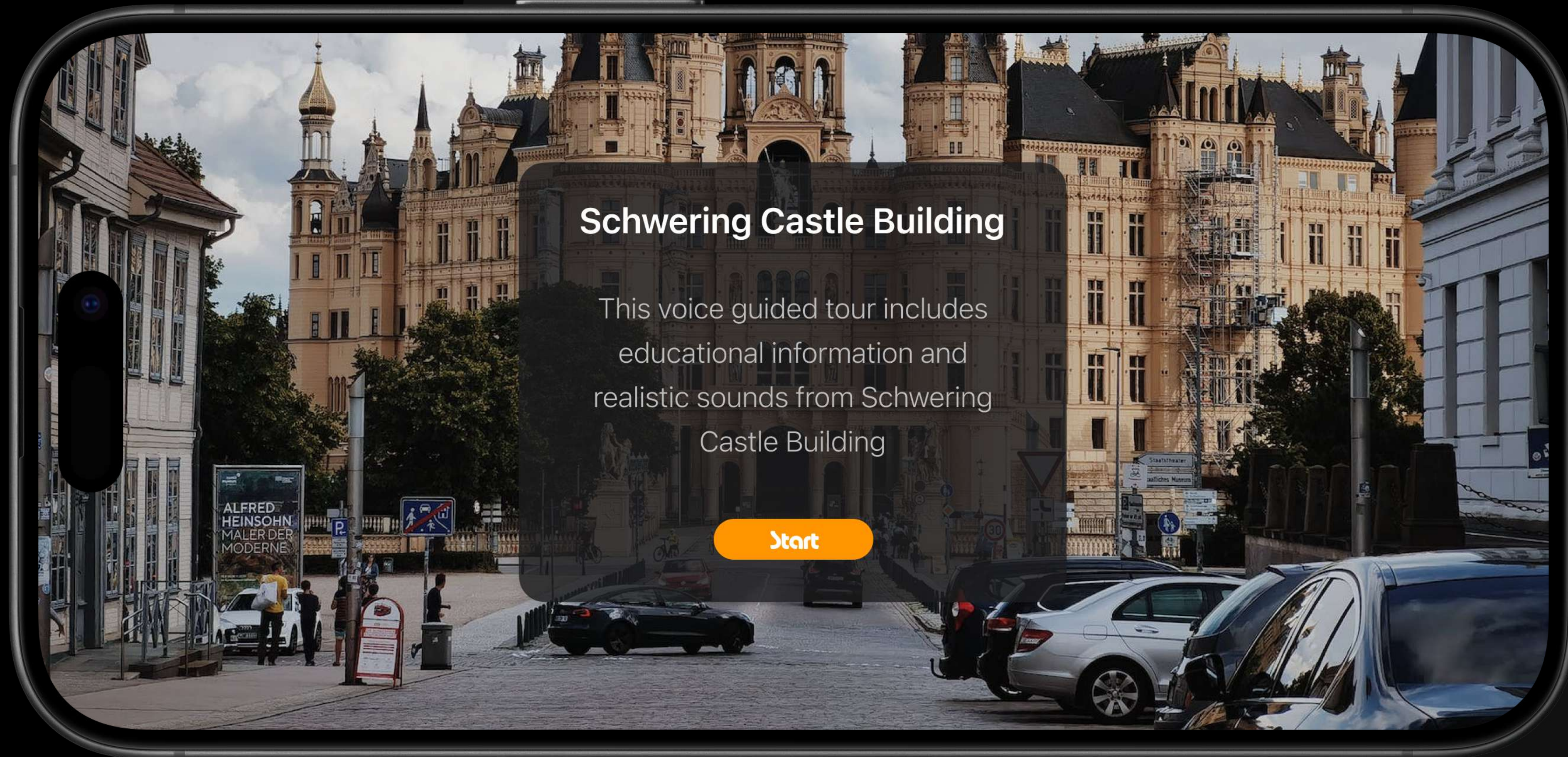
Explore content that matches your
course syllabus with real-time tracking
of learning progress



Immersive experiences

Travel and learn while having fun

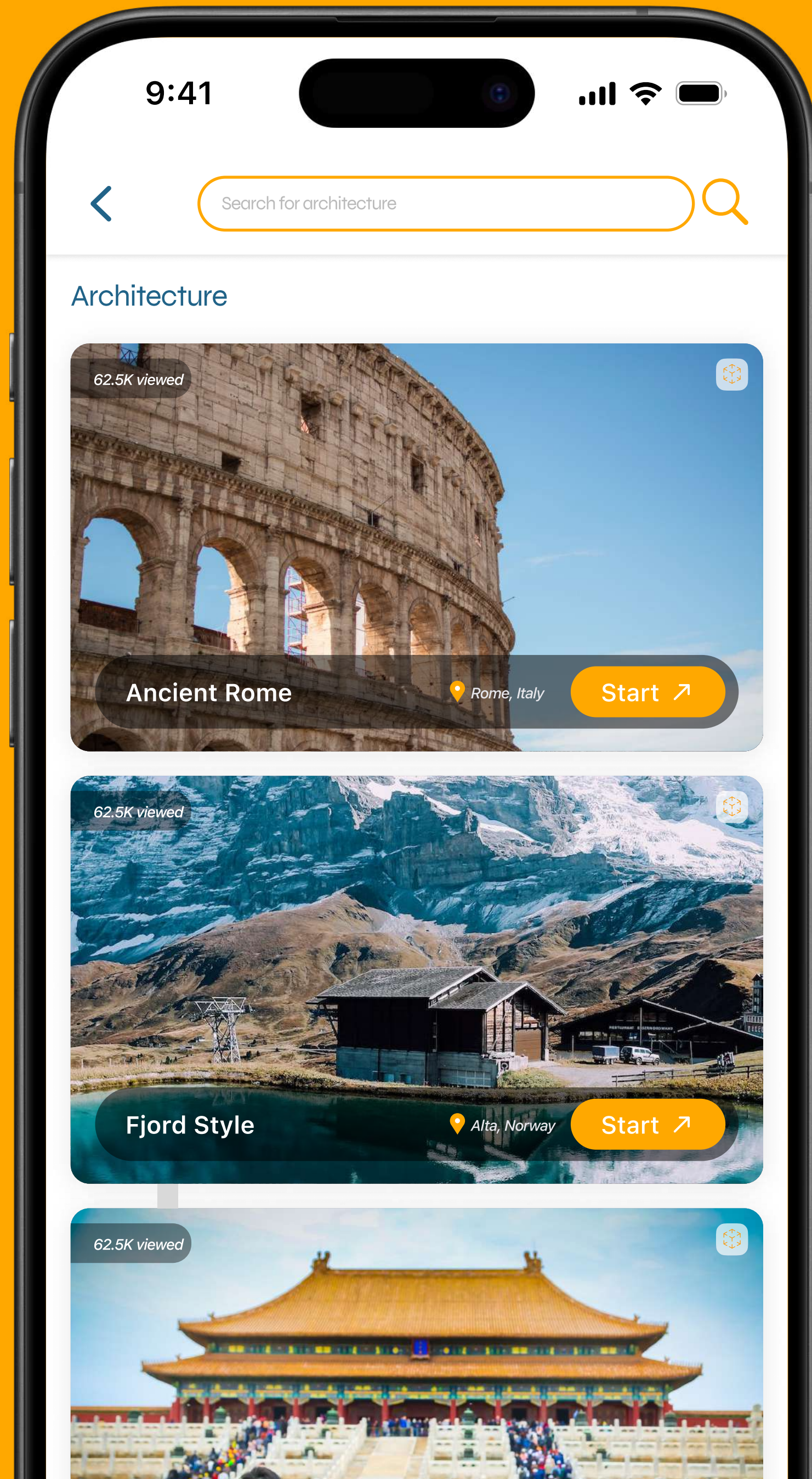




Key Activities

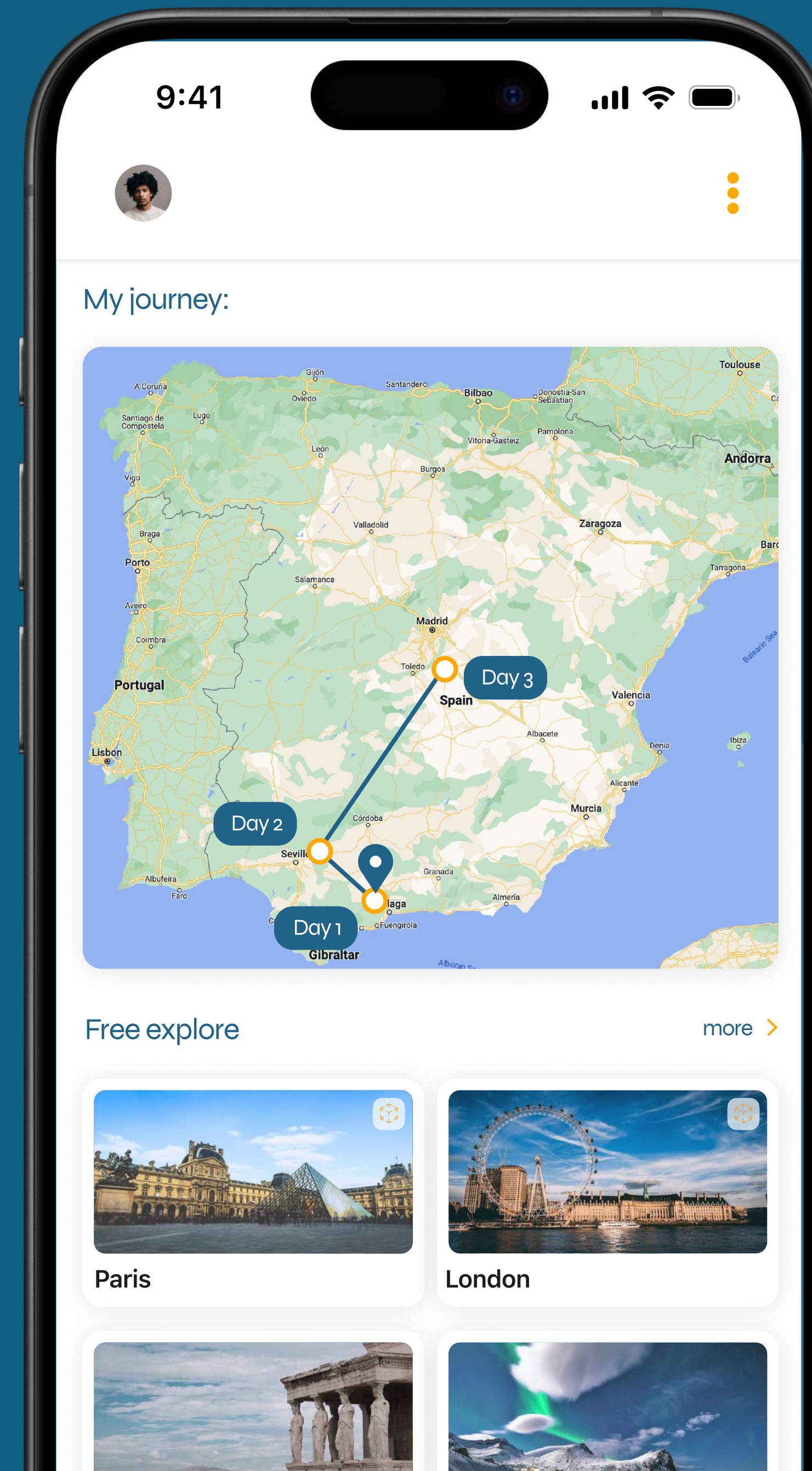


STUDENTS



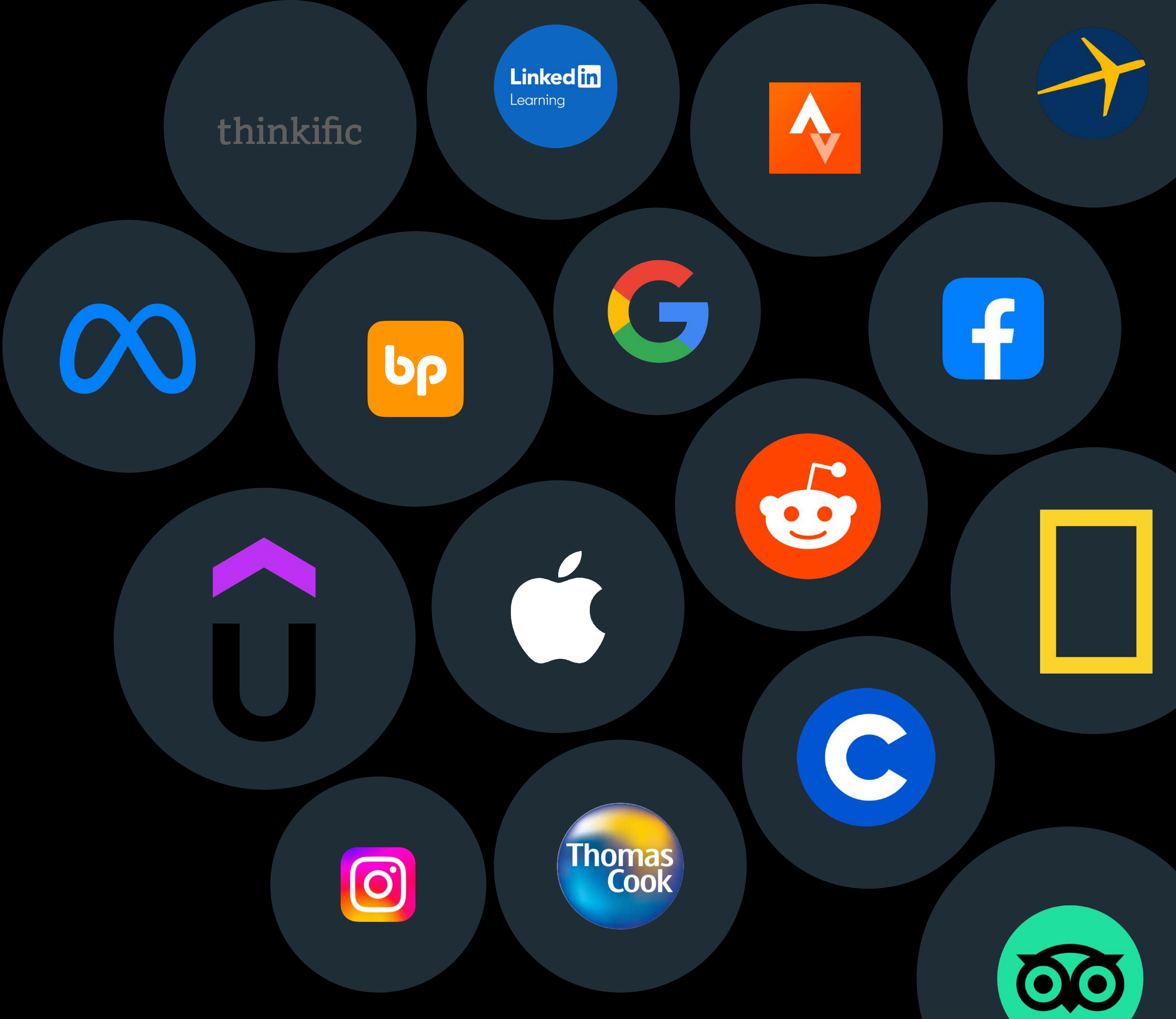
FUEL YOUR
QUEST FOR
KNOWLEDGE

FORM A
COMMUNITY,
SHARE YOUR
JOURNEY



Competitive Landscape

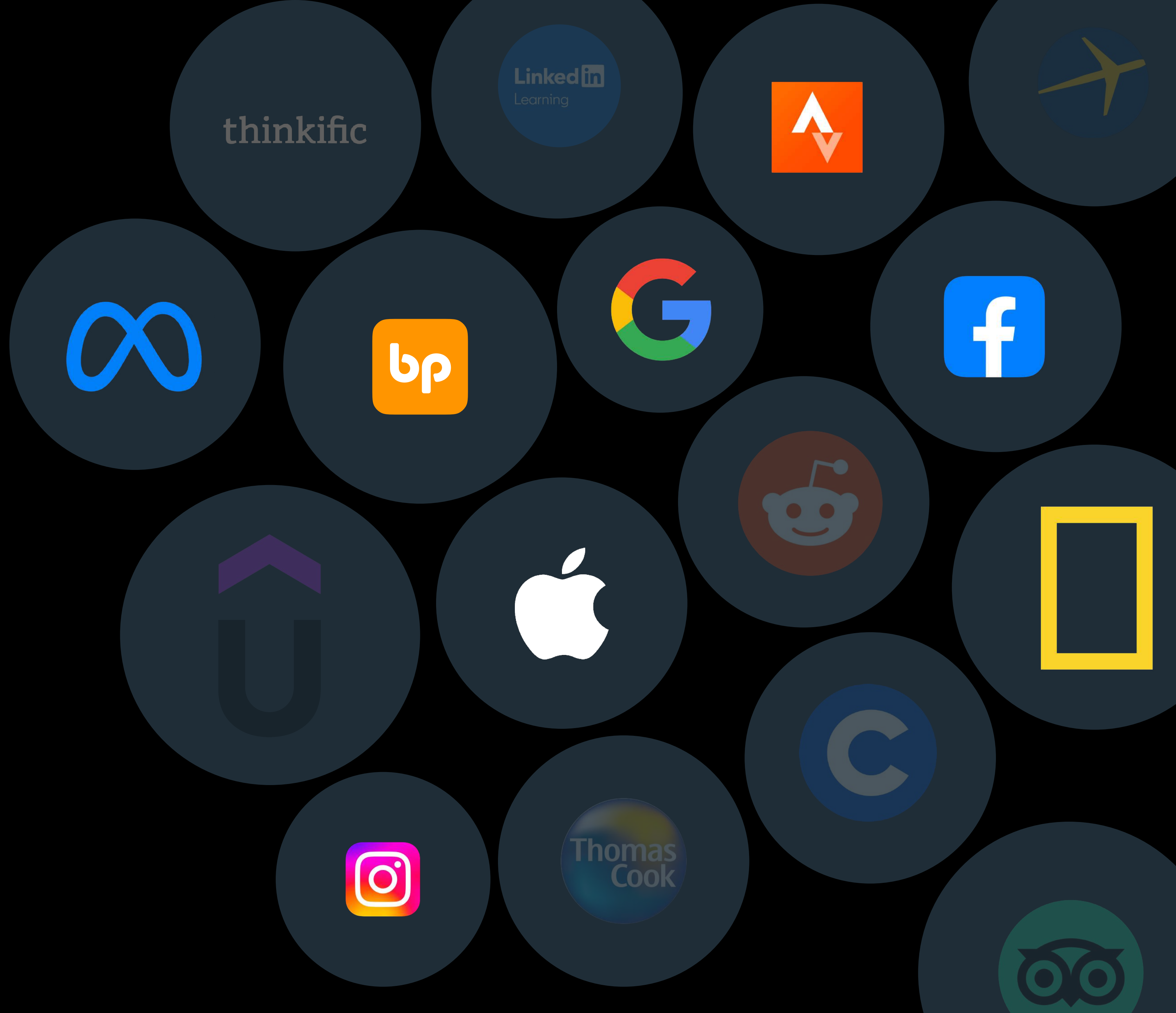
Many Compete



Competitive Landscape

Many Compete

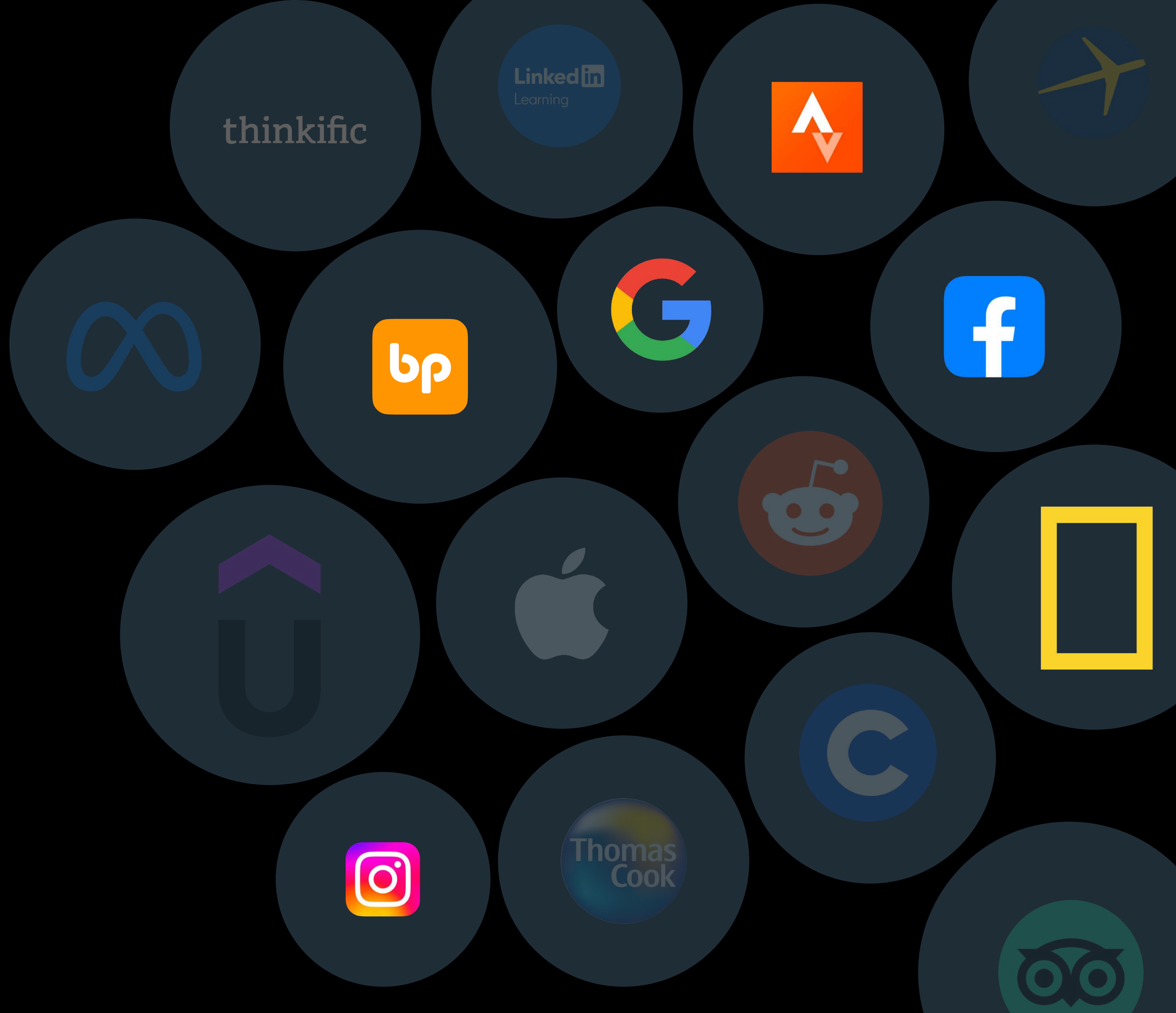
Virtual Reality



Competitive Landscape

Many Compete

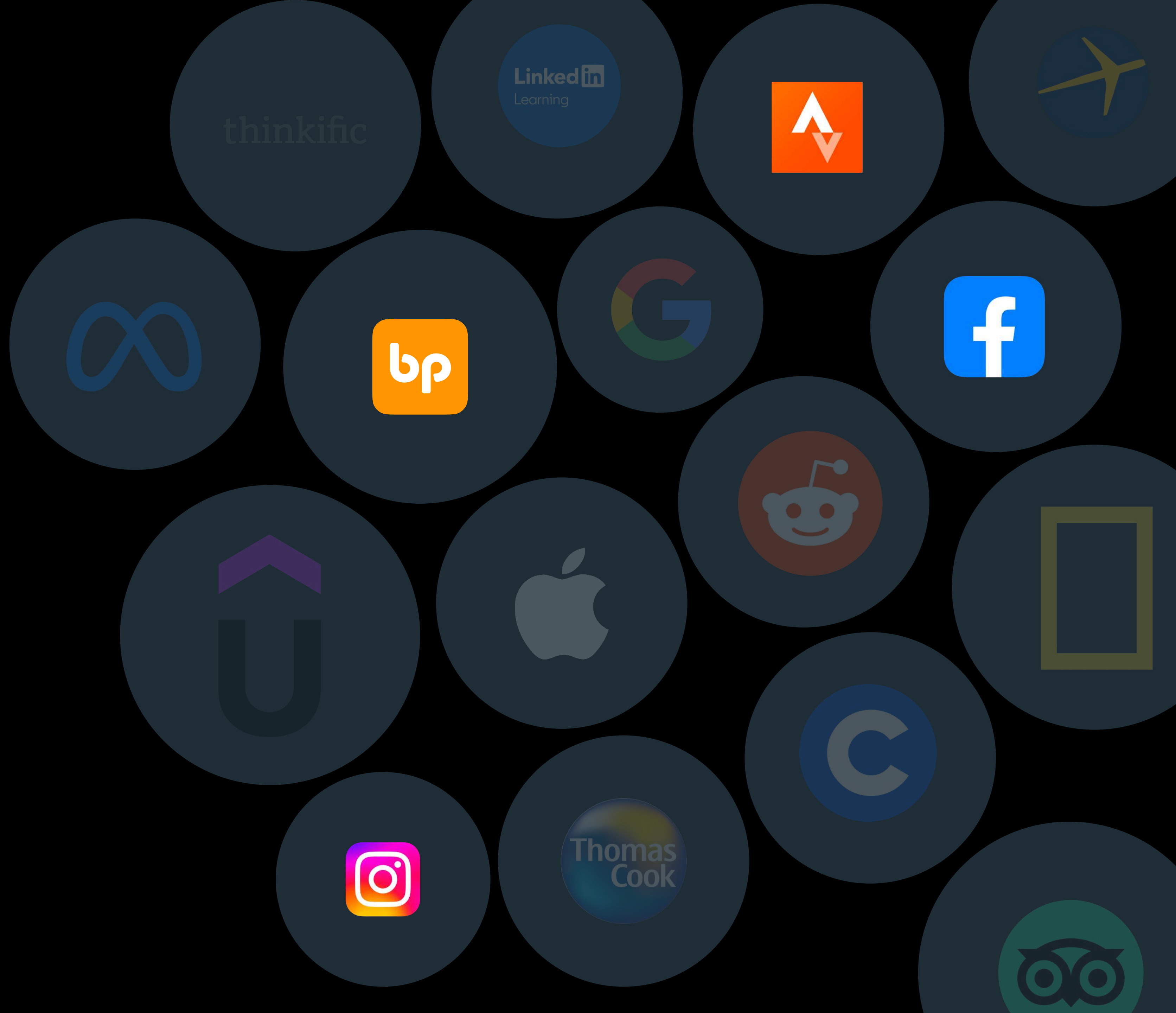
Travel



Competitive Landscape

Many Compete

Social networking



Competitive Landscape

Many Compete

Education



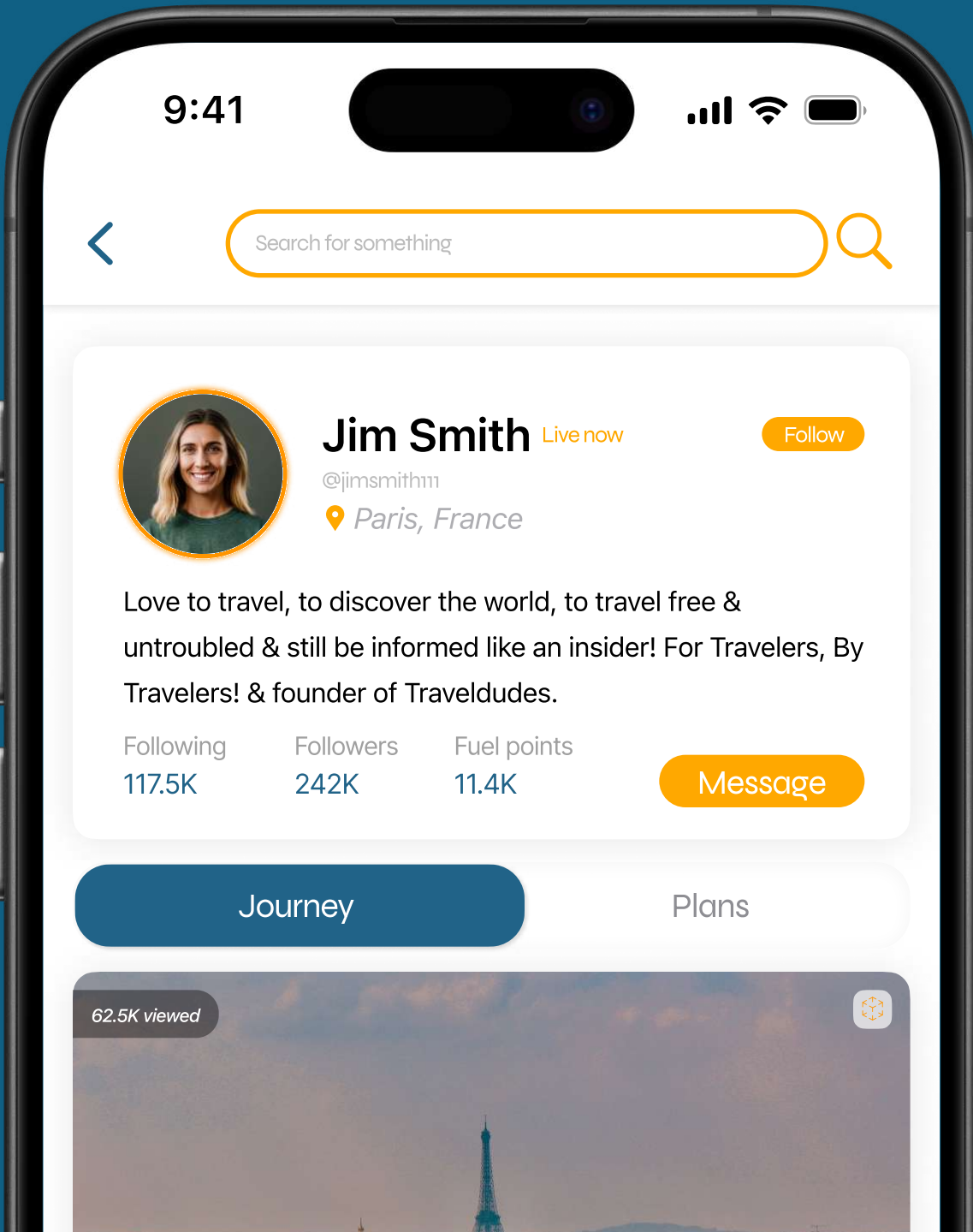
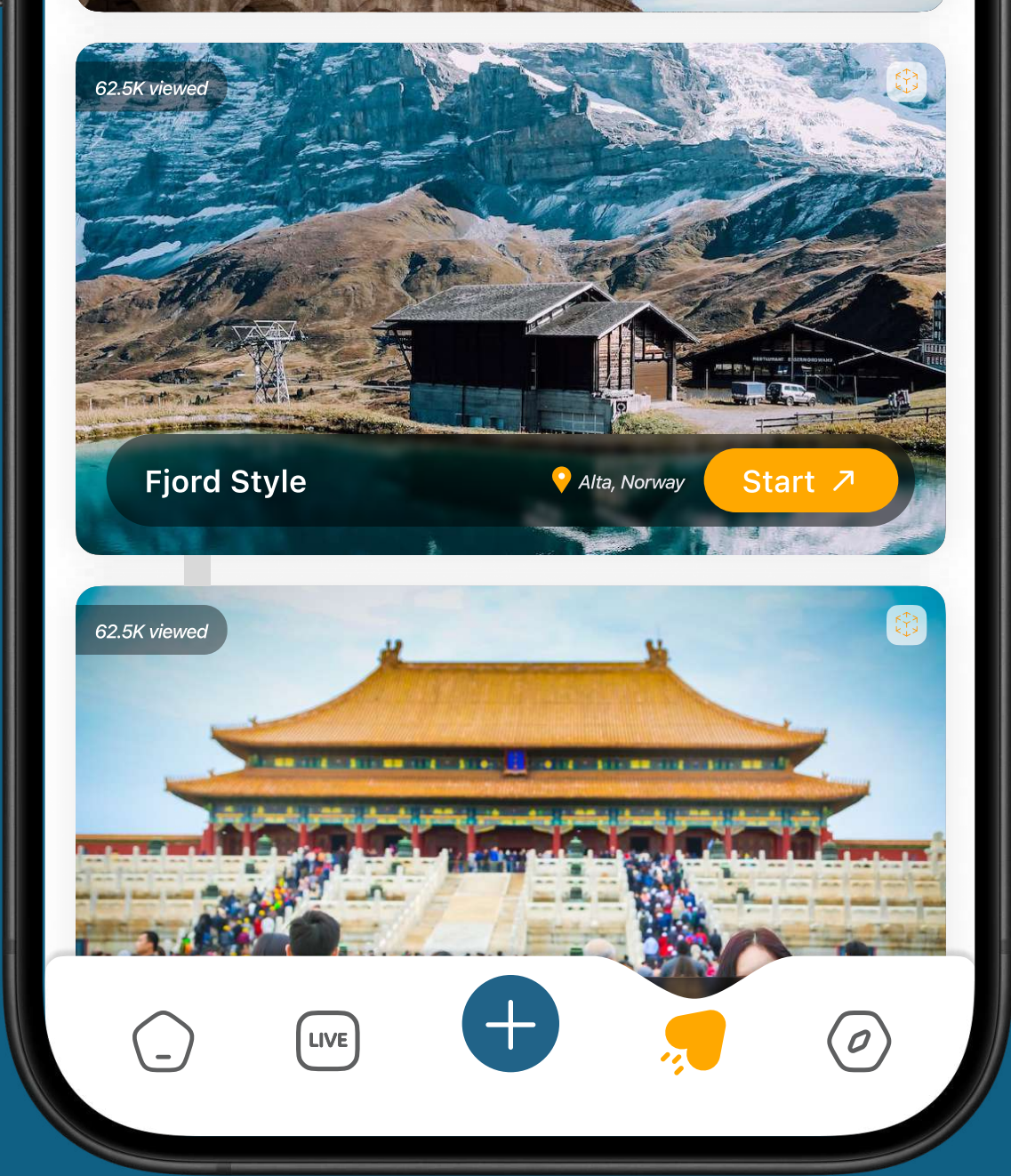
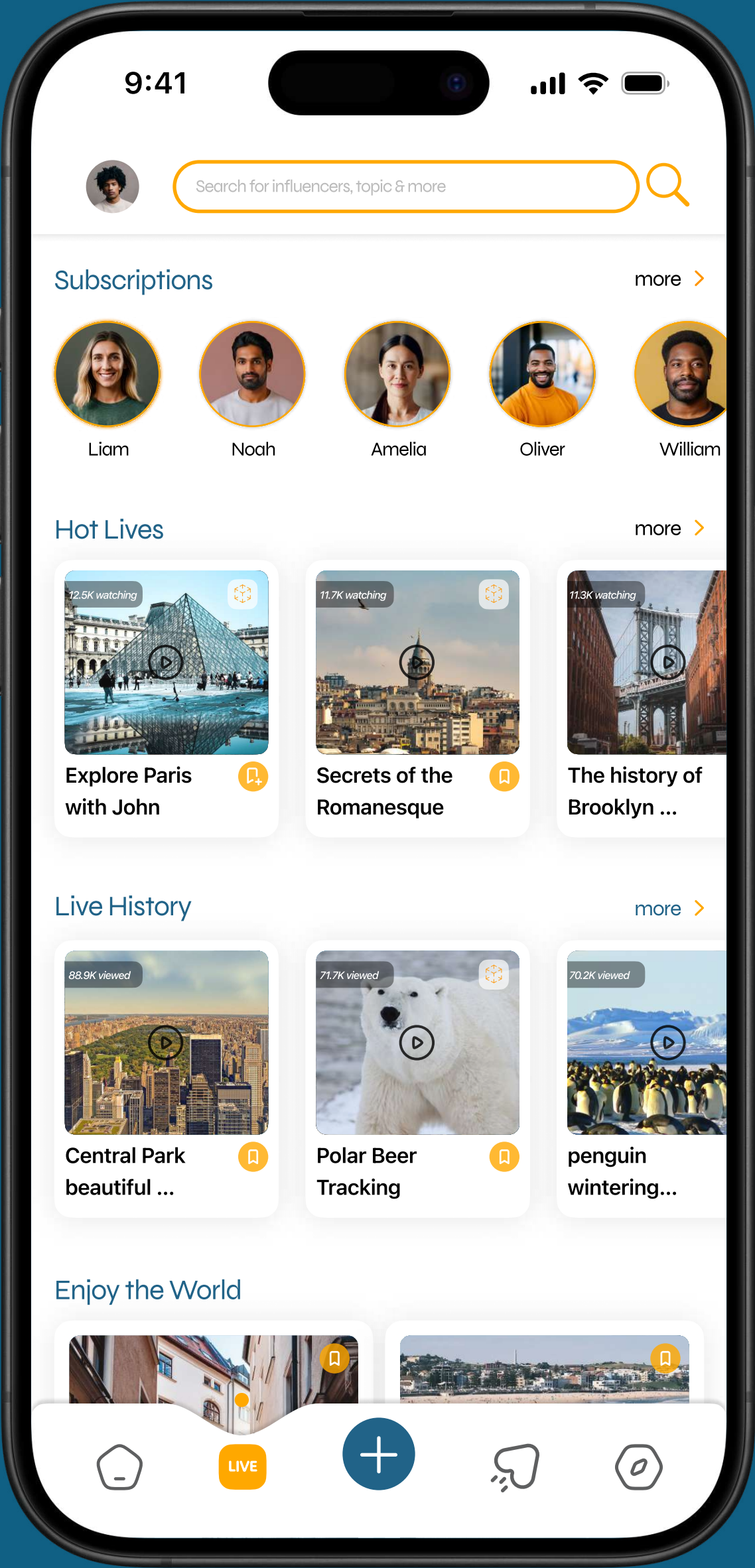


We create experiences that are
immersive, educational, and connective

Channels

The Adoption Strategy

Virtual Platform



Channels

The Adoption Strategy


Social Media

 **backpack_official**
Savannah, GA



5,177 Likes

backpack_official Finals ease with Backpack's breeze!

 **backpack_official**
Savannah, GA

Channels

The Adoption Strategy

Pop-up Experiences



Channels

The Adoption Strategy

Educational Institutions



A multi-sided
platform that runs
on a freemium
model

Revenue

A multi-sided
platform that runs
on a **freemium
model**

Advertising

Offer advertising
opportunities to
targeted companies

A multi-sided platform that runs on a freemium model

Advertising

Offer advertising opportunities to targeted companies

Subscriptions

Unlock multiple unique features with our premium package

A multi-sided platform that runs on a freemium model

Advertising

Offer advertising opportunities to targeted companies

Subscriptions

Unlock multiple unique features with our premium package

Commission

Revenue sharing with external content creators

A multi-sided platform that runs on a freemium model

Advertising

Offer advertising opportunities to targeted companies

Subscriptions

Unlock multiple unique features with our premium package

Commission

Revenue sharing with external content creators

Partnerships

Collaborations with tourism and education institutions

Innovation Outlook

**Within first 4 years of launch*

Innovation Outlook

**Within first 4 years of launch*

30%

Physical
travel

Innovation Outlook

**Within first 4 years of launch*

30% ▼

Physical
travel

40% ▲

VR headset
sales

Innovation Outlook

**Within first 4 years of launch*

30%▼

Physical
travel

40%▲

VR headset
sales

30%▲

Community
engagement

Innovation Outlook

**Within first 4 years of launch*

30%▼

Physical
travel

40%▲

VR headset
sales

30%▲

Community
engagement

25%▲

Learning
efficiency

Roadmap

In 1 year



Roadmap

In 1 year



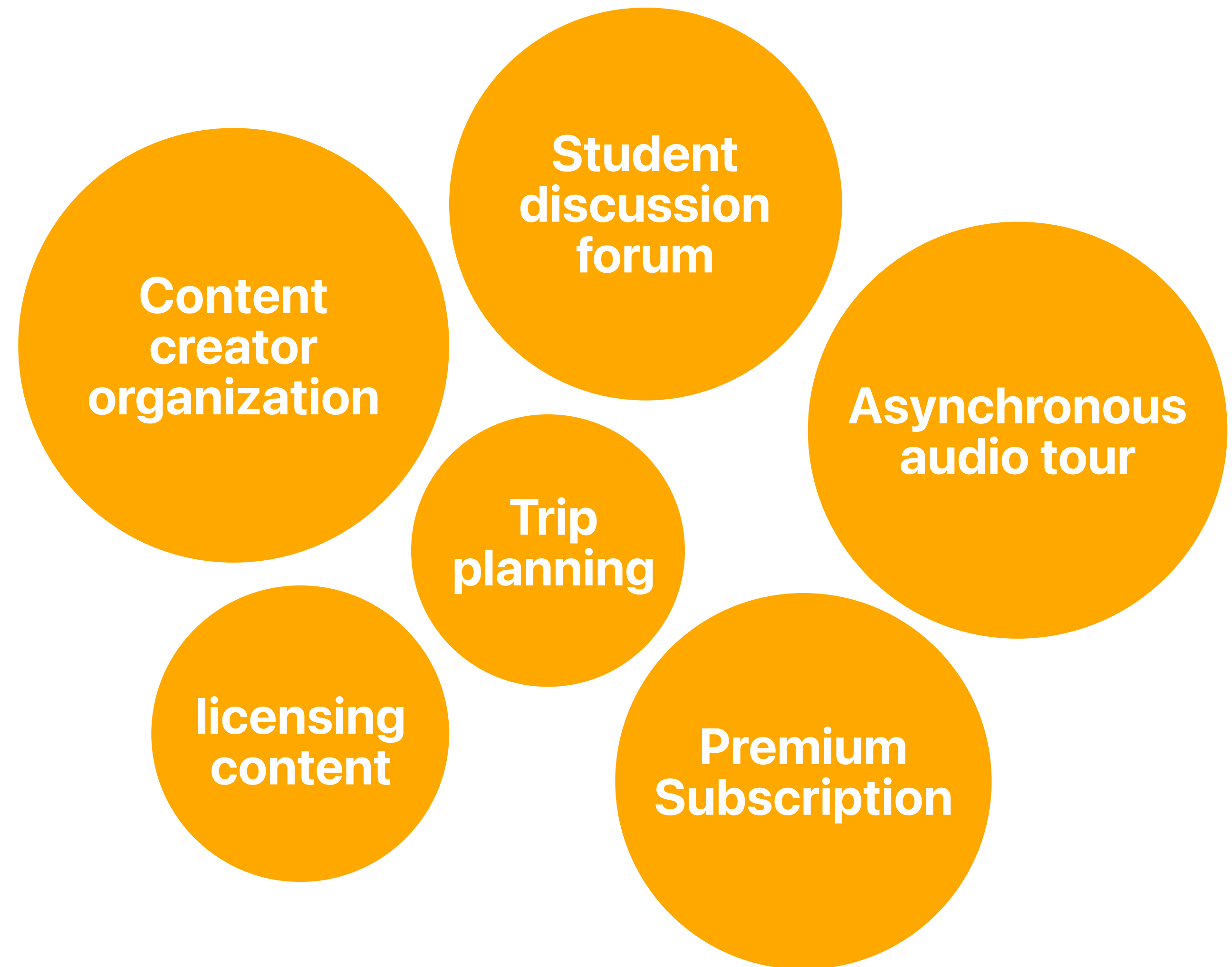
**Content
creator
organization**

**licensing
content**

**Premium
Subscription**

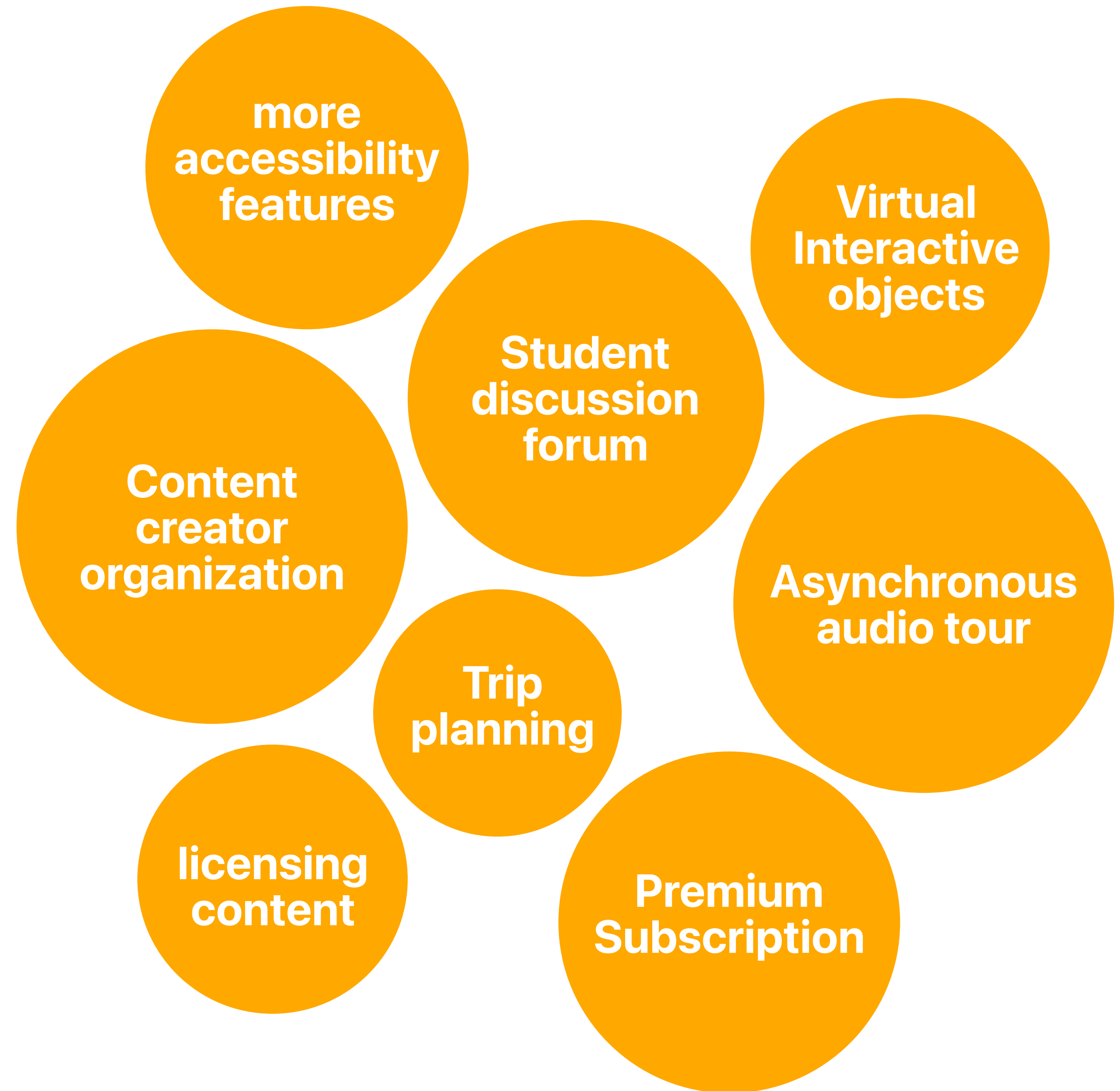
Roadmap

In 1 year



Roadmap

In 1 year



Future Plan

Roadmap

In 5 years

Future Plan

Roadmap

In 5 years



**GPS integration
for realtime
weather**

**Tactile
integration**

Roadmap

In 5 years

**GPS integration
for realtime
weather**

**Lecture
narrator**

**Tactile
integration**

Quizzes

Roadmap

In 5 years

**GPS integration
for realtime
weather**

**Virtual
Q&A
sessions**

**Virtual
field trips**

**Virtual
museum
tours**

Quizzes

**Lecture
narrator**

**Tactile
integration**

Meet The Team



Conti Fan

MA Service Design



Mudita Mane

MA Design Management



Ryan Pan

MA Service Design



Skyler Diacou

MA Service Design



Connecting the World, Expanding Minds.



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